

First

NATIONAL SMOKEY BEAR WORKSHOP

JAN. 13-15, 1970

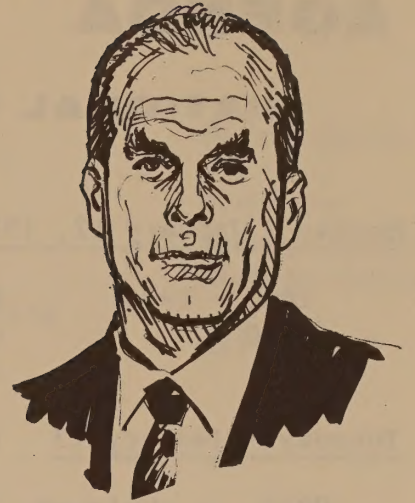
Atlantic City, N. J.



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OPENING REMARKS



This first National Smokey Bear Workshop has come at a truly significant time. We have reached a "crossroads" with respect to many important decisions which will shape the future of forest resource management in the United States.

For the past 25 years, Smokey Bear has campaigned against the destruction of our valuable forest and range resources through man's carelessness. That the American people have listened to, and accepted, Smokey's message can best be demonstrated by the dramatic reduction in man-caused fires. This reduction takes on added significance when considering the increased use of our forests during the same period.

During recent months, we have witnessed a growing concern on the part of the public over the degradation of our environment. Such issues as clean air and water and the availability of forest products for future generations have come to the forefront in striking fashion. It is clear that these issues will be paramount during the decade of the 1970's, a period labeled as "critical" by many of our foremost conservationists.

How does Smokey Bear fit into this wave of growing concern for a better environment? To many Americans, he has become a symbol of wise conservation practices. Although Smokey's message has been primarily that of forest fire prevention, he has continued to stress the values which can be destroyed through carelessness. In this way, Smokey has demonstrated a real concern for the quality of our environment. In the years ahead, we can look for him to play an increased role in drawing attention to these vital issues.

Probably the greatest value of a Workshop such as this is the opportunity to share opinions, ideas and concerns on a "face-to-face" basis. As Chairman of the National CFFP Executive Committee, I am confident that your recommendations will be of great value in formulating future policy for the Smokey Bear Program. My sincere thanks to all of you who are participating in this historic meeting.

HENRY W. DeBRUIN, Chairman
CFFP Executive Committee

AGENDA

NATIONAL SMOKEY BEAR WORKSHOP

Monday - January 12, 1970

1600 - 1930 Registration - Howard Johnson Motor Lodge
1930 Get Acquainted Dinner
 (Program - Smokey Bear TV Show)

Tuesday - January 13 Chairman - Dick Johnson

0830	-	Welcome, Introduction, Workshop Objectives	Dick Johnson
0845	-	History of CFFP Program	Mal Hardy
0915	-	The Southern CFFP Program	Bill Huber
0945	-	Break	
1000	-	The Advertising Council - What it is - What it does, and, the Volunteer Coordinator	Gordon Kinney
1130	-	The CFFP Executive Committee	Merle Lowden
1200	-	Lunch	
1300	-	The Volunteer Advertising Agency	Russell Nagle Ralph Morgan Pat Sheehan
1430	-	Commercial Support & Violations	
1515	-	Break	
1530	-	Merchandising Smokey Bear	Harold Bell
1615	-	Questions and Answers - All Faculty and Staff Available	

Wednesday - January 14 Chairman - Pat Sheehan

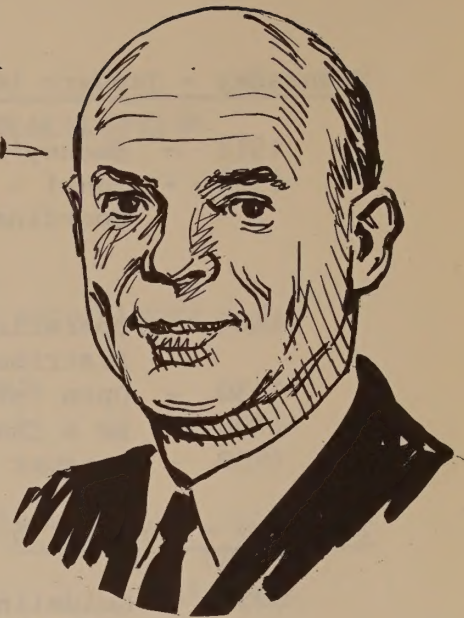
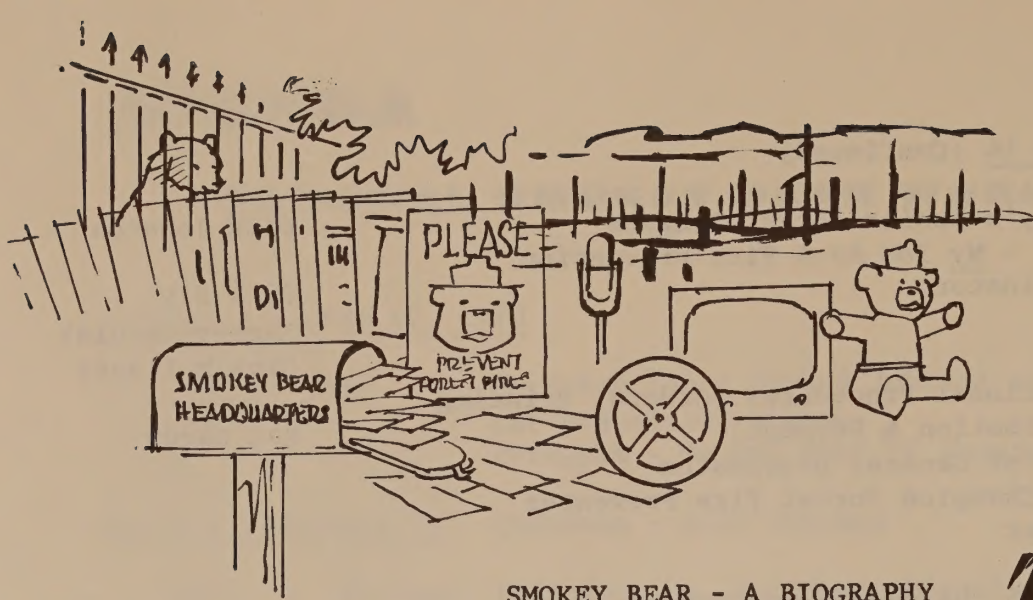
0830	-	Panel Discussion - <u>Smokey's Image</u>	
		1. Smokey's Message - What is it?	Dave Phillips
		2. Is Smokey Relevant? How Does He Fit in Conservation Education and Environmental Quality?	Nelson Peach Bob Compeau
		3. Has Smokey Outlived His Usefulness?	
0930	-	The True Story of Smokey Bear	Ray Bell
1000	-	Break	
1015	-	Smokey's Visual Image	Rudy Wendelin
1100	-	Exhibits, Parade Floats, Window Displays	Eugene McNamara
1130	-	The Smokey Bear Costume	Jim Ricard
1200	-	Lunch	
1300	-	Smokey Bear Awards	Mal Hardy
1330	-	What Does Research Say About Fire Prevention?	Bill Folkman
1415	-	Making Smokey Bear Work For You	Bob Burns
1500	-	Break	

Wednesday - January 14 (Continued)

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|------|---|--|---|
| 1515 | - | Smokey's Junior Forest Rangers | Dick Johnson |
| 1530 | - | Panel - <u>My</u> Job As A Fire Prevention Coordinator | Dick Ely
Barney Wozniak
Dick Mullavey |
| 1600 | - | Operational Procedures (Orders, Printing Distribution & Payment) | Mal Hardy |
| 1630 | - | Open for General Discussion | |
| 1700 | - | Be a Champion Forest Fire Preventer | |
| 1900 | - | Banquet | |

Thursday - January 15 Chairman - Mal Hardy

- | | | | |
|------|---|--|---------------------------|
| 0830 | - | Guidelines for the Workshop | Dick Johnson |
| 0845 | - | Committee Working on Assigned Subjects (Breaks Ad Lib) | |
| 1. | | How Can We Get Better Exposure For Forest Fire Prevention on the Mass Media? | Chairman - Jerry Gause |
| 2. | | How Can We Stimulate Greater Distribution and Use of Educational Commercial Smokey Bear Items? | Chairman - Walter Gooley |
| 3. | | How Can Smokey Bear Be Used to Make Field Personnel More Effective in Fire Prevention? | Chairman - Leonard Kilian |
| 4. | | Methods of Adapting CFFP Materials to Local Specific Fire Prevention needs. | Chairman - Frank Carroll |
| 5. | | What's New? What New Items Do We Need As Campaign Materials? As Educational Commercial Items? | Chairman - Chuck Snyder |
| 6. | | How Can We Capitalize on Special Events, Special Achievements, to Focus Attention On Forest Fire Prevention? | Chairman - Hal Mickelson |
| 1200 | - | Lunch | |
| 1300 | - | 1600 - Committee Reports & Discussion | |
| 1600 | - | Summary of Meeting | Dick Johnson |
| 1630 | - | The End. | |



SMOKEY BEAR - A BIOGRAPHY

Mal Hardy, Director
Cooperative Forest Fire Prevention Program
U.S. Forest Service - Washington, D. C.

Working for a bear (and here I'm not talking about my new boss, Hank DeBruin) can be either frustrating or very rewarding. In my case it is both! I am amazed and sometimes confused by the dozens of opportunities to use Smokey Bear for a wide assortment of purposes (many of which are only remotely connected with forest fire prevention). Smokey shows up in political cartoons with great regularity. A year ago, when Wally Hickel was up before the Senate for confirmation as Secretary of the Department of the Interior, at least four syndicated columnists drew cartoons in which Smokey (representing the "conservation" interests) expressed varying degrees of apprehension about the Governor's appointment. A lot of folks felt that this adverse publicity would make it very difficult for Mr. Hickel to perform effectively even if he was, finally, confirmed by the Senate. The reverse has proved to be true! In what can only be described as a pretty anonymous cabinet, Secretary Hickel stands out as a recognized, newsworthy, and generally respected member. This gives us a clue to one of the principal benefits that we can derive from the Smokey Bear Program. We can get a foot in the door if we start out with a known and respected symbol like Smokey as a standard bearer. Dave Phillips, Nelson Peach, and Bob Compeau will probe into what makes Smokey meaningful tomorrow morning, but now I'll try to give you a basic understanding of how Advertising, States, and Federal Folks all got together to organize the Smokey Bear Program as we know it today.

Some of you, I know, won't have too much trouble remembering what folks had on their minds in the spring of 1942. Pearl Harbor had been bombed just a few months before and everyone was in a flap! West Coast folks were jittery about possible forest fires from enemy action. A Japanese submarine had already thrown a few shells ashore near Santa Barbara. What with the enlistment of many firefighters, and priority freezes put on bulldozers and other equipment, the threat of bad fire season with enormous losses was very real.

One approach to the problem was to mount a forest fire prevention campaign that would alert the public to the danger, and to explain that wildfires would destroy valuable war materials, hinder communications and supply, and divert manpower badly needed in the war industries. In California, the U. S. Forest Service's Regional Forester recognized that the four national forests in Southern California made a good unit on which to try this approach. William V. Mendenhall, Supervisor of the Angeles National Forest, was appointed as Forest Defense Coordinator.

Billy Mendenhall had on his staff an ex-newspaperman named Arnold Larson, who came up with the idea of writing to national advertising agencies, asking them to get their clients to agree to incorporate forest fire prevention messages into their advertising and/or to contribute posters on prevention. The letter went out by airmail on April 28, over Supervisor Mendenhall's signature. Sigurd Larmon, President of Young and Rubicam advertising agency in New York (one of the recipients) fired back a wire saying that it sounded as though the newly-formed WAR ADVERTISING COUNCIL would be able to help, and that he was turning the letter over to Dr. Miller McClintock, its Managing Director.

He explained that the Council was already working with Treasury, the War Production Board, and other government agencies on war-related problems.

Dr. McClintock put through a long-distance phone call to Don Belding, Manager of the Los Angeles office of Lord and Thomas, a well-regarded advertising agency. Don Belding was also one of the founders of the Advertising Council, and head of its Los Angeles Talent Pool of 20 account executives, copy writers, art and production people, merchandising men, direct mail specialists, radio men and public relations experts. Messrs. Belding and Mendenhall met without delay and agreed that the need was real and urgent and that the Council could help. On May 12, Don Belding announced plans at a special meeting of the Los Angeles County Conservation Association. On May 26, the project was endorsed by Secretary of Agriculture Claude Wickard. Richard F. Hammatt was selected as the campaign's first director, and plans for a 1942 campaign went ahead full steam.

On June 25, the Advertising Council outlined the plans for the campaign to representatives of the Association of State Foresters, American Forestry Association, and the National Lumber Manufacturers Association. The Regional Foresters clued in immediately thereafter. One month later, when printed material and radio programs were ready to be distributed, Secretary Wickard made public announcement of the Forest Fire Prevention program over CBS's Radio Network show, "Report to the Nation."

The 1942 Campaign cost the government about \$43,000, and probably the contribution of time and talent by the Council and its volunteers was of

approximately the same amount. Campaign items included 10 million envelope stuffers; 5 million air raid warden leaflets, 2 million book-marks, 1 million "fag bags" (red demim containers for cigarette packs with warning messages attached - a different kind of warning from what you get today); 20,000 car cards (for use in trolley cars and buses); 10,000 posters for display at service stations; 5,000 billboard posters (called 24-sheets); a series of radio spots and short programs; and a motion picture trailer.

Before the summer of 1942 had passed, a significant event occurred. Perry Merrill of Vermont and Joe Kaylor of Maryland came forward and pledged the services of the members of the State Foresters Association to serve as coordinators of the "Wartime Forest Fire Prevention" program in their respective states. Thus, the three-part foundation for the cooperative fire prevention effort was firmly established during the first few months, and it has continued in the months and years since then.

Don Belding was the vital leader of that first "Smokey Bear" campaign, and handled most of the advertising coordination. On September 1, 1942, the Advertising Council ruled that the Coordinator of its campaigns must be an advertiser (as opposed to an advertising agency person). Don Belding had to step down. He recommended three people to serve, including Russell Z. Eller, advertising manager of Sunkist Growers. The Association of National Advertisers concurred and the appointment was confirmed. Russ served as Volunteer Coordinator for 23 years. At the end of that period, he was awarded the Golden Smokey - the only individual to ever receive this recognition.

Gordon Kinney of the Advertising Council will tell you more about Volunteer Coordinators later on this morning, so I'll pass on with the comment that they play a vital role in the Smokey Bear campaign.

Lord and Thomas was never recognized as a Volunteer Advertising Agency, though several of their people were in the Ad Council Talent Pool, and the agency won an award of distinction for a forest fire prevention billboard used in 1942 campaign.

Lord and Thomas ceased to be on December 31, 1942. Their assets (other than the name) were acquired by Don Belding, Fairfax Cone, and Emerson Foote, and these principals agreed to handle operations in Los Angeles, Chicago, and New York, respectively. Sunkist Growers had Lord and Thomas as its advertising agency. Since Foote, Cone & Belding took over the account, it made a lot of sense for them to serve as Volunteer Advertising Agency for the forest fire prevention campaign, especially since Don Belding had been so involved. That's the way it happened, and we are pleased that we still have the professional services of so fine an agency, after more than 25 years.

The years of World War II were grim years, and the themes of the fire prevention campaigns were grim themes - war oriented. Headlines like

"Careless Matches Aid the Axis" tied the forest fire prevention effort closely to the winning of the war.

Now I'd like to share with you the events that led to the creation of the Smokey Bear symbol and how Smokey grew in recognition and in popularity to the point where Smokey is now the star of a weekly television show, has his own ZIP CODE, gets 1,000 cards and letters a day, and is mentioned on one or more network television shows almost every week.

Pre-war fire prevention material lacked professional quality. The 1942 poster, and the one from the 1943 campaign, expressed a viewpoint that doesn't exactly match our present alignment relationship with Germany and Japan as allies. Through the good offices of the War Advertising Council, we were successful in getting Walt Disney to donate a "BAMBI" poster for use in 1944. In August of that year, a small group of folks from the Forest Service and the Office of War Information got together to plan "supplementary materials" that the Government would produce for the 1945 campaign to go with the mass media items from the Volunteer Advertising Agency. Most folks liked the animals used in 1944, and some thought that Bambi would make a pretty good symbol for the campaign. There proved to be a lot of complications in getting continuing use of Bambi, and the group decided to try to develop its own symbol. One suggestion was to use squirrels, and this poster was produced in response. Others felt that a larger animal would be better, especially one that could stand upright to demonstrate good practices. Dick Hammatt, Program Director, spelled out what was wanted, in a memorandum dated August 9, 1944. The bear was to be a characterization with a short nose (Panda style), brown or black fur, with an appealing expression, a knowledgeable but quizzical look, "perhaps wearing a campaign hat that typifies the outdoors and the woods." The artist was warned to avoid simulating "bears drawn by Cliff Berryman of the Washington Star (Teddy Bears); used in Boy Scout publications; used by Piper Cub airplanes; the bear that symbolizes Russia; or the bears on a Forest Service bookmark" then in use. Jacques Dunlany, of O.W.I., was given the job of locating an artist to render such a bear.

Mr. Dunlany selected a free lance artist who had achieved recognition for his cocker spaniel artwork on Saturday Evening Post covers, a New York artist named Albert Staehle. The group in Washington met again early in September to look at Staehle's rough artwork. After consultation with the Council, and the Volunteer Agency, Smokey was given his name. The inspiration for the name is reputed to be "Smoky Joe" Martin, Assistant Chief of the New York City Fire Department from 1919 to 1930. At that meeting also, Smokey's "uniform" was decided on. Bill Bergoffen, retired Forest Service audio/visual chief, gets credit for "putting the pants on Smokey." Artist Staehle prepared final artwork in accordance with the specifications, and this first Smokey Bear poster was made ready for the 1945 campaign. Smokey seemed to have better possibilities than the squirrels, and another Smokey poster was commissioned from Staehle in 1946. Dick Hammatt retired in 1946, and Clint Davis, a

brash young outdoor writer and ex-Army photographer, was called up from Atlanta to take over direction of the program, which by then was assured of continuing on into the peace-time era, as was the Advertising Council. Clint, working through the Volunteer Agency, had yet a third Smokey Bear poster done for the 1947 campaign. A year or so later, Director Davis loaned the three original paintings to Mr. Staehle for exhibition in an art director's contest. Unfortunately, the artwork was never returned. Clint's gentlemanly suggestions to Staehle that the pieces might be needed failed to have the desired result, and we are still trying to secure their return. As recently as last November Mr. Staehle promised to get out the artwork from the attic of his sister's house in Pennsylvania when he went there at Christmas. We are hoping to get back at least the very first poster artwork, as it has real historic significance.

Two other things happened in 1947. Foote, Cone & Belding suggested the slogan, "Remember, only YOU can prevent forest fires". Despite occasional critical comments, this line has established itself as an outstanding example of a personalized message that bears directly on a national problem. Another new thing in 1947 was the use of a "voice" for Smokey in radio recordings. Jackson Weaver put his head in a barrel and, under Bill Bergoffen's direction, created a characterization that can be recognized in the voice of Smokey Bear in the ABC series showing each Saturday on your television set.

By 1948, Rudy Wendelin, in our Washington, D. C. office, and Foote, Cone & Belding in Los Angeles had gotten together to bring the awkward, clumsy, almost-comical Staehle bear around to a more-mature characterization, inspiring trust and affection. The 1948 Smokey, praying, was highly praised as an effective approach. The religious theme has been inserted several times since. You will hear from Rudy first hand about his identification with Smokey over the years, and I'm not going to steal his thunder!

About this time, Stuart Peabody, advertising manager of the Borden Milk Company (who was also a Director of the Advertising Council) suggested that, whenever possible, a live Smokey be used. It was just an idea until 1950, when a little bear cub was found in the wake of a New Mexico forest fire. He was taken to Santa Fe, where a State game protector cared for the little fellow in his home. That man is here, and will give you his first-hand version of that story tomorrow morning, so I'll only say that "Little Smokey", as he was called, still attracts nearly 5 million visitors a year to his cage at the National Zoological Park in Washington.

By 1951, there were scattered instances of mis-use of the Smokey Bear character. There was also some interest from commercial interests in using Smokey in products. Since the Government can neither patent or copyright, characters or symbols developed by the Government are "in the public domain", unless protected by specific regulation or legis-

lation. In order that Smokey might be protected and also to provide additional outlets for his fire prevention message, the legislative committee of the State Foresters Association helped by having introduced into Congress a bill that would not only provide protection, but (as amended) would also earmark any fees or royalties collected for use of the symbol for furthering the forest fire prevention program. The bill was enacted by unanimous consent in May of 1952, and Smokey was off and running in a new activity. Harold Bell and Pat Sheehan will tell you a lot more about merchandising Smokey Bear, and you will see and maybe even take home some examples of licensed Smokey Bear products.

It didn't take Clint Davis long to parlay this accomplishment into nationwide publicity like a June 1952 cover story in Newsweek.

Late in 1952, Ben Michtom, Chairman of the Board of Ideal Toy Corporation, came to Clint with a proposal to market Smokey Bear stuffed dolls. Ben's parents, 50 years before, had gotten President Teddy Roosevelt's approval to market the first stuffed "TEDDY BEAR". I don't need to tell you that hundreds of thousands of both dolls Teddy Bear and Smokey Bear have been sold. Another proposal Ben Michtom made was to insert with his dolls an application card which a child could fill out and send in to the Forest Service to become a "Junior Forest Ranger". In the 16 years since the idea was put into practice, more than five million youngsters have promised to help Smokey prevent forest fires. Dick Johnson will tell you more about that tomorrow.

In 1954, a 26-foot wooden Smokey Bear was erected in International Falls, Minnesota by the Koochiching County Keep Minnesota Green Committee.

1955 brought a promotion for Clint Davis, who took over as Director of Information for the Forest Service. Since the incumbent of that position also serves as Chairman of Smokey's "board of director," his solid background and fine public relations sense were still available to us. The man who came in from Oregon to fill Clint's shoes was, interestingly enough, a Brooklyn boy who was then handling wildlife management activities for the Forest Service in the Pacific Northwest Region. Bill Huber brought a lot of imagination to the job, and the campaign flourished. Bill's strong point was interacting with cooperators and one of Bill's accomplishments was a cooperative agreement with the Canadian Forestry Association, signed in 1956, under which C.F.A. serves as clearing house for Smokey materials to be used in Canada. Dal Hall, Executive Secretary of C.F.A. will be with us on Thursday, and I hope as many as can will make him welcome. Smokey in Mexico doesn't look quite like our Smokey. In fact, he isn't even called "Smokey", but rather SIMON EL OSO, but his purpose is the same.

In 1958, President Eisenhower, on recommendation of our forester in the White House, Sherman Adams, gave special recognition to the fine fire record achieved in 1957 by presenting the first four Golden Smokey

statuettes on behalf of Capitan, New Mexico (where Little Smokey was rescued) and of the Children of America was Judy Bell, a person known to one of the participants in this workshop.

1958 was also remarkable for the organization of a regional campaign to combat incendiarism and careless debris burning in the South. Bill Huber and Hux Coulter (recently retired State Forester of Florida) played major roles in setting up this unique campaign, financed by the States and Forest Service Southern Region. An Atlanta advertising agency, Liller, Neal, Battle & Lindsey, volunteered to create such materials as posters, newspaper ads, television spots, and radio messages focussed on the South's particular problems. You'll hear more about this challenging problem later today.

On January 1, 1959, Smokey Bear appeared before 100 million people on television and "live" on a float in the Pasadena Rose Parade. Since then, five other Smokey Bear floats have been presented jointly by the Cooperative Forest Fire Prevention group and the Native Sons and Daughters of the Golden West. We have a working agreement now to produce another Smokey float for the 1971 Rose Parade.

In 1960, I swapped jobs with Bill Huber's assistant, Jay Grant, and had nine months to work with Bill before he moved to Atlanta as Information Chief. Like "Little Smokey," Norm Weeden came out of the Southwest as Program Director. Norm officiated at the wedding of Smokey and a blonde bombshell from Abiquiv, New Mexico (flown in by Ray Bell). Norm also started the practice of holding committee meetings in different cities around the country before he had to fold his serape and ride back to Albuquerque, where his wife could get relief for her asthma problems.

Other than the Golden Smokey statuettes, there had been no regular nationwide awards system to recognize outstanding contributions in forest fire prevention. In 1963, we started a new award and five Smokey Bear plaques were presented to folks and groups in five different States. I'll be talking more about awards tomorrow, at which time I hope I can stimulate each of you to generate at least one nominee for recognition in 1970.

Norm Weeden's departure in 1963 opened up an opportunity for me, and I moved over from the assistant's chair to the place I am now.

In 1963 and 1964, Smokey was a feature of the Boy Scouts Pavilion at the New York Worlds Fair. We have bought 11 of these photo background exhibits (one of them is here this week) and distributed them around the country. If you haven't used one of them yet, get in touch with your Forest Service office to arrange a loan.

The Boy Scout Jamboree at Valley Forge, Pennsylvania, in 1964, saw a couple of great "Smokey Bears" plugging fire prevention. If you look around, you may recognize the Jeep driver, an outstanding fire preventer who is going to talk to you tomorrow.

Also in 1964, Smokey was given his own Post Office Zip Code Number, 20252, in recognition of the large volume of mail he receives. In 1964, 162,000 cards and letters came into the ubiquitous bear. In the year just finished, it was 50% higher.

In 1965, Russ Eller, Volunteer Coordinator of the "Smokey Bear Program" since 1942, announced his retirement and was honored with a Golden Smokey statuette, presented by Secretary Orville Freeman, while Allan Wilson, Vice President of The Advertising Council, and Chief Ed Cliff joined in congratulating Mr. Eller.

On July 1, 1966, Arizona became the 50th State to enter into a cooperative forest fire program with the Federal Government as authorized by the Clarke-McNary Act.

On Thanksgiving Day 1966, an animated musical spectacular called "The Ballad of Smokey the Bear" (sponsored by the General Electric Company) appeared on the NBC Television Network.

That morning a 58-foot balloon flew in the Macy Parade in New York City to the delight of some 40 million television viewers and spectators along the parade route. General Electric put up the \$26,000 required to build this giant display and fly it in the 1966 parade. The CFFP Program budget has put up the \$5,000 to fly it each Thanksgiving Day since then.

In the 1967 Campaign we returned to a "theme," applied to the basic poster, to an easel, the television placard, a post card, a large 7-foot poster (for commuter stations), three sizes of car cards for buses and subways, a calendar, an envelope stuffer, and a series of newspaper and magazine advertisements. This will be true again, to an even greater degree, in the 1970 Campaign.

The secondary theme in 1967 was one that received fine acceptance then and has been used ever since - "SMOKEY'S FRIENDS DON'T PLAY WITH MATCHES!"

1967 was the first year we printed all the nationwide TV spots in color, a practice we will, of course, continue.

In September Playboy published it's second full-color Smokey cartoon.

Also, in 1967 Foote, Cone & Belding received an award for a special newspaper ad series run by over 500 daily newspapers.

In June of 1968, the Haug report was released, showing Smokey to be the most popular symbol" in the United States.

That fall, Liller, Neal, Battle & Lindsey, Atlanta ad agency, was recognized for 10 years of outstanding service on the Southern CFFP Campaign. They also were mentioned favorably in a telegram from President Johnson to Bob Keim of The Advertising Council.

In July of 1968, a cooperative agreement was entered into with Weston Merchandising Corporation. The results, which have been spectacular, will be revealed by Harold Bell and Pat Sheehan.

1969, the Smokey Bear Show, a series of weekly half-hour animated comedy-adventure films started a two-year run on the ABC Television Network last September 6.



THE SOUTHERN COOPERATIVE FOREST
FIRE PREVENTION PROGRAM

W. W. Huber - Southern Region
U. S. Forest Service
Atlanta, Georgia

We from the South are pleased to attend this meeting. Also this meeting is timely. We in the Forest Service must change our plans and programs to emphasis quality environment. You in the State Forest Services too will feel the same pressures to preserve natural beauty that we are feeling.

No longer can we afford to talk for ourselves at S.A.F., and other professional meetings. We must join and talk to the Sierra Club, Audubon Society, Izaak Walton League etc. - and we must change our emphasis on economics. The purist preservationists wants to set aside more and more forest acres. They care not a darn, if we cut annually abillion board feet on the National Forests in the South or nothing - in fact they prefer this nothing! Therefore Smokey must change too. He must portray that fires ruin the quality environment, destroy the natural beauty and cause air pollution.

Down in Florida we have the beautiful Ocala National Forest. Commercial interests want to put in inns, hotels and make the Ocala the bedroom of Disney World - Do we want this? Shouldn't this forest remain an "Island of Green" for future Americans to enjoy? You in the State Forest Service may find that your State Forests will have more appeal as Islands of Green" than over-used recreation areas and you may plan to stop use rather than encourage it.

Now to the subject I'm supposed to talk about:

THE SOUTHERN CFFP PROGRAM

The Southern Cooperative Forest Fire Prevention Program began in 1958 and was created to complement the National CFFP Program. The program

was needed to reduce the man-caused fires in the South where in 1956 over four fifths of the Nation's forest fires were in the South, and where, during the same year, 85% of the Nation's incendiary forest fires occurred.

Ideas for the Southern program began to formulate after a special forest fire prevention conference in New Orleans in 1956. But it wasn't until two years later, May 1958, at a meeting of the Southern State Foresters that Florida's State Forester, C. H. Coulter, brought the matter before the group.

The chairman of the Southern State Foresters appointed three Southern State Foresters to the Committee and two representatives from the U. S. Forest Service, one from Region 8 and one from the Washington Office, and two members of the Ad Council. The Committee meets twice annually. The first meeting is for determining the year's general theme and the items to be produced. The second meeting is held three months later to review copy.

The Southern CFFP Committee held its first meeting September 12, 1958, in Atlanta, Georgia. The Committee's first decision was that the Southern Program would not be a "splinter" group and it would not depart from, nor compete with the efforts of the National CFFP Program. The National Advertising Council promised to help. Liller, Neal, Battle, and Lindsey of Atlanta were chosen to serve as a task force and Richard E. Hodges, Jr. was selected by that company as the Account Executive.

To insure coordination between the two CFFP Programs, the Committee agreed the Southern State Forester on the National Committee should serve also on the Southern Committee. The other two State Forester memberships would be rotated among the Southern State Foresters. Currently there are four Southern State Foresters on the Committee-- Ralph Winkworth, North Carolina who is also on the National Committee and is Chairman of the Southern Program; Paul Kramer, Texas; R. C. Schureman, Kentucky; and Virgil Cothren, Arkansas. For the Forest Service -- Willard Tikkala (NE Area), Archer Smith (SE Area) and myself. (State Foresters serve four years.)

The Committee also agreed on several basic rules:

1. The program to be aimed at the adult level. The National Program, while aimed at the public in general, has a particular appeal to children because of Smokey.
2. Economic factors will be emphasized. Wildfires cause a serious economic loss to everyone in the South, whether he owns forest land or whether he works in the forest products industries. So the first theme was "EVERY TIME A FOREST FIRE STRIKES, YOU GET BURNED."

3. Malicious woods burners will be the primary target, but material aimed at debris burning would also be prepared.

Let me point out here, that more recent materials attempt to align the public on the side of law enforcement. It is felt this type of advertisement will tie in nicely with some other Advertising Council Campaigns where law enforcement and good citizenship are being stressed. We have been careful in the use of Smokey in these ads. We don't want Smokey to portray a cop! And the last rule originally established was:

4. Smokey will be used since he is such a well known fire prevention character, but under no circumstances will he be used "out of Character." For example he will not be placed in a position of policeman.

The first Southern CFFP material was provided in 1959. A character called "Mr. Burnit" was used as the theme of the campaign. He was a little man with two eyes on one side of his face. Crouched secretively in darkened woodlands, holding a match with a large orange flame, the odd little man on the poster popped out in public places all over the South in the early 60's. He was used on newspaper ads, an envelope stuffer, and a "burning dollar." He was an animated cartoon character for two television spots. Though the plan was to use "Mr. Burnit" as the theme of following years' campaigns, he was dropped after two years. Southern audiences were repelled with the sneaky little man. Thereafter, the Committee chose slogans and theme annually.

The 1969-70 campaign material was designed to point out that the result of fires is the same whether they are caused by accident or arson, Ralph Morgan now Account Executive and Vice President of Liller, Neal, Battle and Lindsey has some interesting experiences to tell you about this campaign. During the past eleven years, the volunteer Advertising Agency has created campaign materials which have given equal attention each year to the two major causes of incendiarism and debris burning.

Currently (1969-70) the materials of the Southern Program are a poster, two TV spots (one for fall and one for spring), one radio platter, a wallet card, and newspaper ads.

The original formula for financing the SCFFP Program was that each of the participating states (which now include 11 of the 13 southern states; Oklahoma and Virginia are non-participants) would be assessed annually one-fourth of one percent of their CM-2 allotment. The sum of these assessments constituted five-eighths of the total budget. The Forest Service, Region 8, financed the remaining three-eighths of the budget from appropriated funds. The first budget, 1959, was \$11,900.

But in 1969, to meet the rising costs, the formula was changed. All participating states agreed by unanimous vote to a formula of states contributing three-eighths of one percent of their CM-2 allotment. The Forest Service finances the remainder. As a result, the 1969-70 budget

is \$33,912.10.

The planning meeting for the 1970-71 material was held early for this campaign -- December 10, 1969. The theme "Any Wildfire is Illegal" will be continued for the next year. Another poster will be produced and possible three TV spots -- one for release during the fall season and two for the spring. A special magazine ad, designed for Southern magazines will be prepared. This is in addition to the regular news ad proof sheet. There's a possibility of two radio platters--one for fall release and one for spring. Messages will be appropriate to the season involved. The Advertising agency will explore several alternatives to replace the wallet card, including a book cover for use by high school students.

The Southern Cooperative Forest Fire Prevention Program can't and won't do all your fire prevention job for you. What it can and will do is to condition the citizens of the South to the fact that wildfires are bad for them and that any wildfire--accident or arson--is illegal. The rest is up to you.



THE ADVERTISING COUNCIL
and
THE VOLUNTEER COORDINATOR

Gordon Kinney, Vice President
The Advertising Council, Inc.,
New York, New York

What I would like to do today is to give you a brief look at some of the current public service campaigns we are running, give you some nuts and bolts about The Advertising Council and then show you some of our television commercials. After that I'll be glad to answer questions from the audience.

First, however, I would like to discuss for a moment the extraordinary change that has taken place in American business.

This spring in Washington, I found myself addressing an audience of hundreds of people from advertising, media, business companies and from Federal government agencies and from the Congress. They were attending the Government Affairs Conference of the American Advertising Federation. Undoubtedly, some of you were there. I suspect my invitation today came by way of Washington, for since that presentation we have had dozens of invitations to tell the Council story to advertising

clubs, which we are delighted to do. I'd like to share some of my comments with you.

I told members of that conference that, in my opinion, the muckrakers of the late nineteenth century must be turning over in their graves.

The authors who excoriated American business for their unconscionable activities in the days of our grand-fathers would hardly believe what has happened to American business. Headline: "Major automobile manufacturer hires 21,706 hard-core unemployed in 8 months." Headline: "Life insurance industry commits one billion dollars for investment in mortgages in slum properties." Headline: "Leading manufacturer initiates a program of rehabilitating run-down apartment dwellings in Cleveland's Hough area." Headline: "Seven New York banks participate in a fund of seven million dollars to rehabilitate 55 aging buildings on Manhattan's Upper West Side." Headline: "Tobacco company contributes one million dollars to Urban Coalition in North Carolina."

The depth of business involvement in social problems reflected in these scattered news stories remains to be documented fully. It is happening so fast and furiously that the textbooks have not yet been written to show the full dimensions of one of the most extraordinary developments of our times.

There is no doubt that our current social problems have accelerated the involvement of business in socially desirable programs. But those of us at The Advertising Council who have worked in this vineyard for the past 27 years see this as a flowering of what has been coming on since the beginning of World War II when American business found itself a willing and productive partner to government in winning the war. That's when The Advertising Council was started.

It was orgnized in January 1942 to marshal the forces of advertising to help support vital war information campaigns.

Known during that period as the War Advertising Council, it was conceived as a united effort of the entire advertising business as a voluntary operation. Its objective was twofold: to improve the welfare of the American people as a whole, and in so doing demonstrate to the public that the advertising community is concerned with the public welfare, and that advertising is a powerful force for public service. During the war, the Council conducted scores of short and long-range campaigns to help promote war bonds, recruitment, conservation, salvage, rationing, victory gardens, V-Mail and so forth.

Subsidized by the business and advertising community, staffed by people drawn from this source, benefitting from the volunteer services of advertising agencies and the contributions of space and time from media, the Council has accrued over \$4 billion dollars worth of advertising contributed for the public good.

All in all the War Advertising Council conducted over 100 wartime campaigns. And we have had about that many in peacetime -- broad national campaigns made possible because the business community 27 years ago decided that this kind of "social involvement" was desirable.

So we're not surprised by the headlines these days, but as citizens of this resilient country or ours, we're gratified.

A very telling demonstration of American business seeing its role and its duty came at the end of World War II when the directors and supporters of the Council voted to continue this work and this organization in peacetime.

The word "war" was dropped from the title, and advertising set about on new problems that faced the nation.

In 1970 we find The Advertising Council still powered by the support of voluntary advertising agencies and business and the force of more than \$300,000,000 worth of time and space contributed annually. To make this organization work there is a Board of Directors with 81 representatives from every phase of advertising and business. We have a Public Policy Committee comprised of 25 representatives of major segments of the national community, including management, labor, public welfare, medicine, education, journalism, etc. This group has final approval or veto power on all campaigns proposed to the Council, except those originating with departments of the Federal Government, where public interest has been established by Act of Congress.

There is also the Industries Advisory Committee composed of 47 business leaders who advise the Board concerning projects which the Board may have under consideration and which relate to business or a segment of business, or that otherwise deserve consideration and to advise the Board and assist in raising operating funds for the Council and for campaigns which the Council may sponsor itself.

These and other committees work under the framework of the Council's policy which is basically the same as during World War II: Conduct campaigns of service to the nation at large, avoiding regional, sectarian, special interest drives of all kinds. Remain non-partisan and non-political. Rely on voluntary support of the private sector. Accept no project that does not lend itself to the advertising method. Accept no campaigns with a commercial interest unless the public interest is obviously overriding.

When a campaign is proposed to the Council it must meet the minimum standards which I have just listed. It is presented to the Board, and if accepted, we go to the American Association of Advertising Agencies for a recommendation of an agency to handle the campaign. You might be interested in knowing that right now the 4 A's has a list of more than 20 agencies which have asked for Council campaign assignment.

We turn to the Association of National Advertisers for a recommendation for an individual, who is top echelon in advertising, to serve as volunteer coordinator. He serves the campaign in the same manner in which he serves his company in developing, with the volunteer agency and a campaign manager from the Council staff, the campaign's advertising.

The sponsoring organization for the campaign establishes a budget to produce the necessary advertising material, such as television spots, radio messages, magazine advertisements, outdoor and transit posters and direct mail pieces. The annual budget for a typical campaign runs between \$75,000 to \$150,000, depending on the number of ads wanted for each media.

The cumulative results of all our campaigns show cooperating media donates annually more than three hundred million dollars worth of time and space. For instance, consumer, business and employee magazines run more than 26,000 ads. Newspapers more than sixty million lines of ads. Outdoor advertising more than 26,000 posters. Transit more than one million cards and posters. Radio and television network home impressions amounted to more than twenty-five billion.

Now you have seen the Council's advertisements from A to Z, and have been given a brief history on how the Council operates. As you can see, when you have broad mass media behind campaigns and top quality professional advertising created by leading advertising agencies, something has to happen, and we do get results as I have indicated.

Now the thought may arise in your minds: "Sounds great. But what are its long range implications?"

Recognizing that the Council's basic purpose is a massive "do good" effort, let's consider how practical "do goodism" really is.

As our growing population is better-educated, better housed, and better trained for productive employment and not relegated to perpetual relief rolls, as we conquer causes of traffic accidents or disease, as we create mutual trust and understanding at home and abroad, as we build an increasingly viable and productive economy -- we create a new marketing dimension that staggers the imagination. That's something that might be called enlightened self-interest.

There are three other results of all this activity, I would like to leave with you. One is the raising of high standards in public service advertising, the establishment of careful and thoughtful criteria for determining which causes to support, and to establish priorities among causes. We share your concern with the proliferation of small-time causes pressuring the same good guys in our business -- the same agencies, the same media, for projects which don't deserve this powerful backing, that simply from the standpoint of advertising efficiency, don't need this terrific power that advertising can turn on. Every contributor of

advertising has the obligation to see that his contribution does not do more harm than good.

Another contribution the Council is making is in the area of industry-government relations. We believe that over the years the Council has been most effective in improving business-government relations, particularly at the Federal level. We have seen these public service efforts create new respect for business and advertising in all levels of the Federal Government, from the President down. One of the Council's least noted achievements is that it has served as a bridge between government and business. Down through the years, many good men have met on that bridge, and I think the country is better for it.

Finally, public service advertising is going international. We have supplied information on the Council, its history and how it operates to leaders from 23 countries which have expressed a desire to establish a Council in their countries to help alleviate, through public service advertising, national problems which require popular support and citizen activity. In Mexico there is an organization known as Consejo Nacional de la Publicidad (that's how they identify the Council there), which, together with the Mexican Government, is sponsoring the First World Conference on Social Communications. The Conference will be held in March in 1970. We have been working with the Consejo in planning this worldwide meeting. It may be here that countries will join forces in programs to give their people better housing, education, nutrition and other problems. Is it not conceivable that this forum might also provide the setting for launching a program which some time in the future, could help achieve a goal man has dreamed of since earth was created and populated -- world peace.

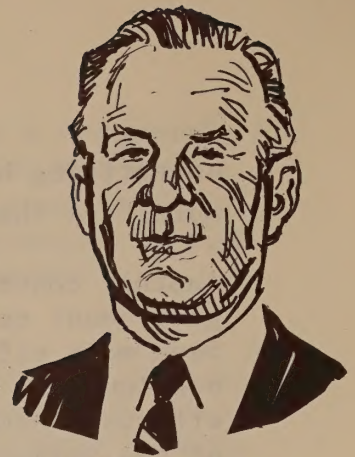
Let me conclude with a statement from Charles E. Wilson, former president of General Electric Company:

"Through The Advertising Council, American business supports more causes, solves more problems, and serves more people than is possible through any single institution."

We are looking forward to the day when other countries can say this about their own efforts.

THE CFFP EXECUTIVE COMMITTEE

Merle S. Lowden, Director
Division of Fire Control,
U. S. Forest Service
Washington, D.C.



The Executive Committee of the Cooperative Forest Fire Prevention Program has had a long and, I believe, illustrious history. The program's staff and others who have observed the program might be better able to judge the illustrious part.

The Committee started as an advisory group to the early wartime fire prevention program and has gradually been increased in responsibility and makeup to its present status. From the beginning members have represented the Association of State Foresters and the Forest Service. For several years the Committee consisted of three state foresters and three Forest Service men. Six or eight years ago an additional state forester was added to bring it to the present makeup of four state foresters and three Forest Service representatives. Forest Service representatives are ex-officio members because of their position and include the Director of the Division of Information and Education, the Director of Cooperative Forest Fire Control, and the Director of National Forest Fire Control.

There have been changes in the duties and responsibilities of the Committee, but for several years the Committee has been the general policy-making group for the program. The Committee reviews and approves or disapproves licenses under the commercial program; reviews and approves the annual program including budget; approves program items, special projects, awards for service, and sets the emphasis that is given to various parts of the program.

The Committee has two general meetings - the Planning Meeting held early in the calendar year, and the Program Review Meeting which is held in Washington in April or May. Times for these meetings have varied over the years, but the general tendency has been to get them held early in order to give the staff more lead time in developing and putting the program into effect. The Planning Meeting started as a very informal affair in which only a portion of the committee took part, but has grown until now it is probably the most important conference the committee holds. The Program Review Meeting is held in Washington to finally set the program for the following calendar year. The agency presents their proposed program to representatives of interested and concerned organizations such as the American Forestry Association, Boy Scouts, Girl Scouts, wildlife interests, other Government agencies, and many others. These representatives present their criticism and ideas which are later considered by the committee. The committee may require two or three days to do all

their work at this time.

The location of the Planning Meeting has been in many different places in the field or in Southern California where it is near the headquarters of the advertising agency. Often these meetings have provided the opportunity to meet with local groups, such as the advertising clubs, to tell them what the Smokey Bear work is all about. At some planning conferences field trips have been held to better acquaint the advertising council and the agency personnel with field fire problems, and to acquaint members of the committee with problems in other parts of the country than their own. Because of weather and other considerations, it has been more advantageous to have some field trips at another time than the Planning or Review Meetings.

These trips have provided an excellent opportunity for committee members to become better acquainted with other participants in the program and for the entire working group to discuss in an informal manner many program matters. Such trips and/or meetings have been held in recent years in Florida, Louisiana, North Carolina, Maine, New Jersey, Missouri, Nevada, Colorado, Montana and Mississippi.

The Director of Information and Education serves as chairman of the committee and in his absence he appoints a chairman pro tem. The Director of the program serves as secretary. The committee has had some very lively sessions during the fourteen years I have been a member. It has not been a continuous fight, and at the same time has not been a rubber stamp organization. There have been many give-and-take discussions in which voices got loud and tempers rose. A satisfactory answer was usually worked out though.

When you go into the details of a program such as this with a small group for three or four days, many personality traits of members are exposed. Some of this naturally becomes the point of jokes by the other members. I am sure at times the professionals have gotten rather disgusted, although they seldom showed it, with the "profound" statements made by committee "amateurs." However, I'm sure they realize committee members are professionals in their own fields, and especially in fire control work, and that all have as their objectives the deep interest of the program.

We usually vote on major questions after full discussion. Often it's necessary to seek compromises that are agreeable to all the members. We do not quite follow the "quaker" system of discussion until everybody is convinced but, at the same time, we try to avoid strong opposition to the adopted program. Normally, if sufficient study is given to program items, we have found a course of action can be arrived at which is generally agreeable to the entire committee.

We have had some difficult problems to reconcile. One of the toughest questions I think we have had concerns the commercial program and how Smokey should be used with a product. This has called for a policy

which has been revised several times. Often the lures of large returns from a commercial product that can be applied directly to the program look appealing. However, we have to carefully consider -- will it be best for the program over the long run? There have been many advertising slogans and characters which have been popular for a short time and then "died out." As a committee we try very hard not to have this happen to Smokey.

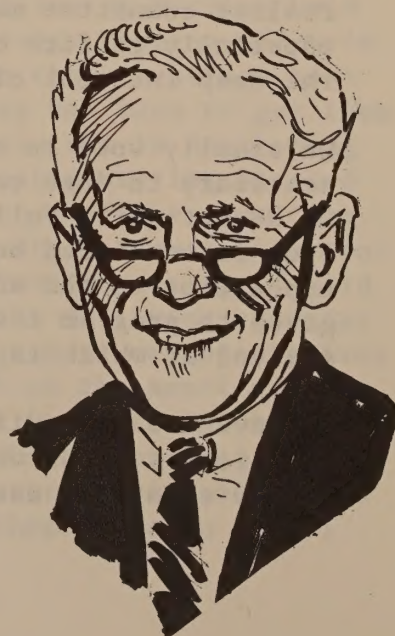
The course is often somewhat debatable as to how much exposure Smokey should have. Will he benefit by all the exposure that he can get, particularly if it's a favorable exposure, or can we wear this out and have people get tired of seeing him? Also how close can we associate a commercial product with Smokey and not have his lustre diminish? The committee has labored long with this problem over the years. We also feel we must keep the program tuned to the times and current events. I well recall one theme poster that was presented which was a very good one that asked people to come and enjoy the forests. This was at the time we were first putting into effect the charge fees on campgrounds. If used that year it would have had all the appearance of using Smokey to get fees from people who visit the forests. As I recall, we kept the poster over for a year or two until a more appropriate time, and then it worked very well.

Usually the state members of the committee have been selected to represent a geographic area and this, by and large, assures us of geographic representation for most of the general areas of the country. While the three Forest Service members are currently stationed in Washington, they always come from somewhere else and normally have served in many parts of the country. They usually travel extensively also and are, therefore, able to reflect the views of many field people with whom they come in contact.

I have enjoyed my association and work on the committee and I look forward to continuing service with this most interesting group. I am sure it will not be for fourteen more years, but if it were to be that long, I know it would be interesting, exciting and rewarding.

THE VOLUNTEER ADVERTISING
AGENCY - NATIONAL PROGRAM

Russell Nagle, Vice President
Foote, Cone & Belding,
Los Angeles, California



1. The advertising business.

a. Size, scope - a numbers, game.

- b. Relationships between advertisers, agencies, media.
2. Position of Foote, Cone & Belding in the business.
 - a. Client slides.
 - b. TV reel.
3. How volunteer agency works.
 - a. With Ad Council.
 - b. With coordinator.
 - c. With CFFP committee.)
 - d. With Director.) client
 - e. With media (little.)
 - f. Internally.
 - (1) Account group
 - (2) Plans group
 - (3) Suppliers
 - g. Approval cycle.
 - h. Compensation (\$ 2 MM).
4. How public service advertising works.
 - a. Advertising Council.
 - b. Public service responsibility of media.
 - c. Public service campaigns compete with each one.
 - d. Agencies compete with each one.
(agency rewards)
5. How a TV commercial is made.
 - a. Tahoe slides.
 - b. 1970 commercials.
6. How a poster is made.
 - a. Slides.

7. How a radio commercial is made.
 - a. Slides, tape.
8. Note coordinated themes.
 - a. Match
 - b. Bomb
9. Planning for 1971 starting now.
10. Discuss modern techniques for modern problems.
11. Smokey's opportunity in the ecology renaissance.
12. Keeping up to date.
 - a. Meetings
 - b. Field trips
 - c. Annual field critique
 - d. Interim suggestions
13. Turn over to Ralph Morgan, Liller, Neal, Battle, & Lindsey.

Equipment

35mm Carousel
16mm Sound motion
7½ IPS RTR Tape



THE VOLUNTEER ADVERTISING AGENCY - SOUTHERN PROGRAM

Ralph Morgan, Vice President,
Liller, Neal, Battle & Lindsey, Inc.,
Atlanta, Georgia

Since I've been asked to describe to you the work that goes into the preparation of the annual SCFFP materials, I think an appropriate beginning would be to show you the new 1969 Fall television spot. (Show 1 Minute Spot)

As the old saying goes, "you have to spend money to make money;" you also have to create fires to prevent fires. (Slide of Fire)
This particular fire was created for us by the Rangers of the Uncle Remus National Forest near Monticello, Georgia. The first production problem we had in selecting the site was to project a fall situation in late spring. This was done by selecting a broom grass field with a pine forest backdrop. (SHOW APPROXIMATELY 10 SLIDES DEPICTING FILMING OPERATIONS WITH ABOUT 5 SECONDS COMMENTARY ON EACH.)

That pretty well describes the type of activity that is required to make one minute of television time. Now, I'd like to show you the spot for 1970 Spring in which we specifically attempt to communicate the threat of the arsonist and careless camper in one minute. (ROLL SPOT-- 1 MINUTE)

We also prepared 20-second versions of both fall and spring spots.

In addition to television, we also create materials for radio and newspaper media. Radio is a particularly hard medium to use effectively, and we feel that a personality's voice can aid the attention value of our spots tremendously. This year we were fortunate enough to get Mr. Eddy Arnold. (PLAY SPOT -- 1 MINUTE)

In showing you our news-ad proof sheet, I want to add another dimension to the problem of developing effective public service materials. In addition to inspiring interest on the part of the public, you must also create interest on the part of the broadcaster or newspaper editor who must contribute the space or time. This is particularly difficult in print; however, we think we achieved it this year through a unique art technique. (ILLUSTRATE ART)

Finally, we have also prepared for this year's campaign a poster and a wallet card. The thinking and preparation that went into these two pieces are stories in themselves, but I see that my time is up. I'll be glad to discuss any of these materials in more detail later if you are interested. In the meantime, here's Dick Johnson again to describe how he takes our material and produces it in the quantity necessary to provide coverage of our area. Thank you.



COMMERCIAL SUPPORT PROGRAM
AND SMOKEY BEAR VIOLATIONS

Pat Sheehan, Assistant Director,
Cooperative Forest Fire Prevention Program,
U. S. Forest Service
Washington, D.C.

My two months as a member of the CFFP Staff in Washington have been a real eye-opener.

Prior to this assignment, I had filled several positions with the Forest Service at the field level, where I developed a sincere appreciation of Smokey's value as a fire prevention symbol. I was involved, as many of you are, or have been, with the distribution of a wide variety of fire prevention materials at the grass roots level. I have spent many delightful hours inside a Smokey Bear costume, often cursing it as an ill fitting garment which lacked proper ventilation, and swearing that it was designed to intentionally suffocate the innocent, if well meaning, user. Yet I found that these discomforts could be quickly dissipated by an excited group of youngsters striving to touch or otherwise communicate with this famous fire prevention bear.

As a firefighter, I had come to respect Smokey for his role in reducing the number of hours spent in a hastily assembled fire camp at the foot of a remote mountain range. I was thankful for his help in reducing the number of 3:00 a.m. telephone calls which invariably marked the beginning of many long hours, or days, on a fire line. To those who have dedicated themselves to the prevention and control of wildfires, Smokey has truly been a revelation. However, since my assignment to Washington, I have come to view Smokey in a slightly different perspective. Now a large percentage of my time is devoted to administering the Commercial Support Education Program - a program which had stirred only passive interest during my previous field assignments.

This morning, Mal Hardy outlined the history of the CFFP Program and pointed out the phenomenal growth in popularity which Smokey has enjoyed

over the past 25 years. This growth has been so substantial that the results of a recent survey indicate that Smokey has become a clear favorite of children, teenagers, and adults. From the beginning, Smokey's popularity has caught the fancy of the business world. At an early date, commercial interests were eager to produce Smokey Bear items for sale. It became apparent that some manufacturers were considering the use of Smokey without permission since the character was a public domain and without protection of any kind. This raised fears of damage to the "image" of Smokey by misuse of his name and character. The legal department investigated protective measures such as copyright or design patents, but found that these steps were not possible. An Act of Congress provided the only method of protecting Smokey and authorizing commercial use. This became a reality in 1952, and Smokey's image was protected from abuse. The Act also provided for the establishment of an orderly commercial support educational program. Shortly after the President signed the law in May of 1952, the CFFP Committee met in Washington where they drafted a policy for the licensing of

At that time, it was agreed that the commercial use of Smokey must meet three basic requirements:

1. Contribute to public information and education concerning the prevention of forest fires.
2. Be consistent with the status of Smokey Bear.
3. Establish a royalty charge reasonably related to the enterprise.

It was further established that the Director of the CFFP Program would be authorized to accept and process licenses for any item in good taste as long as it was of an educational nature and would carry a permanent forest fire prevention message. Items agreed upon as being logical for licensing included books, games, tee shirts, hats, belts and other items associated with Smokey. It was also determined that a royalty fee of 5% of the wholesale selling price would be established as a standard. Funds received under the program would be used to implement the nation-wide forest fire prevention program, as provided by law.

The first commercial license became effective in December of 1952. One of the first commercial items to be licensed was a stuffed Smokey Bear doll. A large replica of this doll was presented to President Eisenhower on June 18, 1953, at the White House for his 5-year old grandson David. In accepting the doll, the President said "I assure you it will make a good pal for my grandson." It is my understanding that a close relationship was in fact developed between David and Smokey, only to be severed by the recent marriage to a prominent member of the first family. At that time, David donated the bear to the Smokey Bear museum - still relatively intact - and I have it here with me today.

During the past 18 years, over 135 Smokey Bear licenses have been issued. There are currently 44 commercial licenses in effect, ranging from jewelry to tee shirts to cigarette snuffers. Royalties earned by Smokey since 1952 total over 500,000, and as previously pointed out, these funds have been used to further the objectives of the National CFFP Campaign. During F.Y. 1969, royalties from the Smokey Bear Program totaled over \$100,000, the highest amount ever, and nearly double that of any previous year. The reasons for this substantial increase are varied, and will be discussed later. It should be pointed out, however, that royalty returns are not the determining factor in issuing a Smokey Bear license. Applications are considered primarily on the basis of their contribution to public information concerning the prevention of forest fires. During 1968, in an effort to broaden the exposure of Smokey Bear and his fire prevention message, an agreement was entered into with the Weston Merchandising Corporation to provide professional consulting services to the commercial licensing program. The benefits of this consulting services have already borne fruit, as evidenced by the marketing of several new and attractive items during the past year. Harold Bell, Weston's consultant to the Smokey Bear Program, will provide us with an indepth look at the character merchandising field later this afternoon.

At this point, it may be well to describe in more detail the current policy which guides the commercial licensing program. Through the years, this policy has been modified to meet changing conditions, although remaining within the basic intent of the Smokey Bear Act. The most current policy was adopted by the National CFFP Committee in 1969. It provides:

1. Permission to use Smokey Bear in the sale of any commercial product or service must be specifically granted the CFFP Executive Committee.
2. Any use of Smokey Bear in a commercial relation shall require a fee or royalty payment unless specifically waived by the CFFP Executive Committee.
3. Any commercial relationship in which Smokey Bear is involved must be consistent with his status as a symbol of forest fire prevention and must not detract in any way from such status.
4. Any use of Smokey Bear in advertising by a licensee must receive prior approval from the CFFP Program Director.
5. Any product or service with which Smokey Bear is associated must be in good taste and of the best quality consistent with commercial economics.
6. There must be no direct or implied endorsement by Smokey Bear of any commercial product or service which precludes the use of Smokey Bear as a brand name.

7. A fire prevention message should be used whenever the visual character of Smokey Bear appears in a commercial context.
8. Promotion merchandising arrangements must be approved by the CFFP Executive Committee even though previously licensed merchandise is used. Additional charges may be assessed at the discretion of the Committee.
9. The fact that the licensing program creates substantial funds from royalty payments is not a valid reason to waive or modify requirements which would apply if no payment were involved.

A typical example of how the licensing procedure works is best illustrated by the following case history.

The XYZ Corporation wants to manufacture and sell a line of childrens wear featuring the character Smokey Bear. They have contacted the CFFP Staff in Washington with their proposal and it is determined that it meets the basic criteria established for a license. The company is then referred to Harold Bell of the Weston Merchandising Corporation who obtains detailed information regarding the manufacture, distribution and promotion of the product. After evaluating the proposal from a merchandising standpoint, Harold submits his detailed recommendations to CFFP Staff in Washington. This information is then passed along to the members of the CFFP Executive Committee for review. The consultation of the Advertising Council and Volunteer Coordinator is also sought. If approval is granted by the committee, a license is drawn up and issued by the Chief of the Forest Service, usually for a two year period. The terms of the license provides that all artwork and fire prevention messages to be used in connection with the product be approved in advance. Rudy Wendelin, the Smokey Bear illustrator, personally checks each piece of artwork before approval is granted. Materials to be used in the manufacture of the item are also checked to insure high product standard. Inferior materials, or materials which could prove dangerous to the user are rejected. Advance approval is also required for price schedules and on all advertising and promotional materials. About two months are normally required for the complete processing of a license.

In addition to commercial uses which we have been discussing, regulations also provide for the public service use of Smokey Bear. This use is authorized by the Chief of the Forest Service without charge when it will contribute to public information and education concerning the prevention of forest fires. A wide variety of public service uses have been approved over the years. Examples of some recent uses include:

1. The use of the name "Smokey Bear Museum" at Capitan, New Mexico.
2. The use of Smokey's picture and message on telephone directories.
3. The distribution of plastic Smokey Bear hand puppets in potato chip packages.

4. The use of a Smokey Bear fire prevention message on plastic chain saw cover.

Turning briefly to another area, the question often comes up regarding the manufacture of Smokey Bear items in foreign countries. Under the Secretaries regulations, it is illegal to import unauthorized Smokey Bear materials. Customs officials have been instructed to confiscate all such items until a valid Smokey Bear license is displayed by the importer. Despite these regulations, some unauthorized items occasionally find their way to American markets.

Through a 1956 cooperative agreement with the Canadian Forestry Association, special arrangements have been made for the production and sale of Smokey Bear items in Canada. This agreement provides that commercial Smokey Bear items may be licensed by the Canadian Forestry Association after approval by the CFFP Committee, the Advertising Council and the Chief of the Forest Service. When approved, these items may be sold only in Canada, and not exported to the United States. All royalties received by the Association from the sale of these items are retained in Canada for use in fire prevention.

Most commercial Smokey Bear items produced in the United States have been properly licensed in accordance with existing regulations. However, from time to time, an item appears on the market which is unauthorized and constitutes a violation of the Smokey Bear Act.

In most cases, those responsible for the production of such items are ignorant of the fact that Smokey is protected by law and are most willing to cease production when confronted with the possibility of criminal prosecution in Federal court. I might point out that those convicted of a violation of the Smokey Bear Act are subject to a \$250 fine or a six month jail sentence, or both. When a violation, or impending violation, is brought to our attention, we take quick action to notify the responsible party that Smokey is protected by law. This action normally results in the removal of the product or service from the market. If a significant number of items have been sold, an appropriate royalty charge is often made as a condition of the settlement. In cases where the violator does cooperate and the violation is apparently an innocent one, we normally recommend against criminal action.

In the case of a flagrant violation, the information is passed on to the Justice Department with a recommendation that criminal proceedings be initiated. I might add that in the majority of cases, the Justice Department is reluctant to prosecute. The magnitude and efficiency of the Smokey Bear intelligence network is so outstanding that few, if any, violations go undetected for any significant period of time. Illegal uses of Smokey Bear are quickly spotted and reported by members of the official family, the FBI, or numerous cooperators throughout the 50 states. (Display of current violations)

I would be happy to answer any questions which you may have at this time.

MERCHANDISING SMOKEY BEAR

Harold Bell Senior Vice President
Weston Merchandising Corporation,
Beverly Hills, California



I. The role of the Weston Merchandising Corporation in the Smokey Bear Program.

- A. Entered into agreement with the Forest Service in July of 1968 to evaluate potential of each commercial Smokey Bear proposal and to negotiate the tentative terms of the license with the person or organization making the proposal. Evaluations are sent to CFFP Staff for consideration and approval by the CFFP Executive Committee.
- B. Works with licensees in expanding sales potential of licensed Smokey Bear items.
- C. "Service" active Smokey Bear accounts.
- D. Seeks out prospective Smokey Bear licensees.

II. The character merchandising field.

- A. Merchandising takes off where advertising ends.
- B. In merchandising field, constantly listening for waves of new trends, new interests.
- C. Merchandising potential of some characters is extremely short lived. Example - Batman enjoyed about six profitable months but then interest fell off sharply. Charlie Brown and Snoopy grew more slowly but has turned into solid performer in recent years.
- D. Merchandising field is analogous to three legs of a stool - finance, distribution and facilities.
- C. Contacts are established on basis of known background, associations, research, and performance, trade papers, etc.

III. Considerations in merchandising "Smokey Bear."

- A. Each proposal must meet three basic requirements - (1) Contribute to public information and education concerning the prevention of forest fires. (2) Be consistent with the status of Smokey Bear. (3) Establish a royalty charge reasonably related to the enterprise.
- B. Dollar return is not the key factor in determining whether or not a particular proposal is valid. The factors outlined in A - above are critical.
- C. Smokey Bear has become self-generating in terms of appeal as a merchandising character.
- D. Continually making contacts with "Key" buyers such as Hecht Company, Macys, Montgomery Ward, Sears, etc. to establish a line of Smokey Bear items through three outlets.
- E. Working with concessionaires to increase availability of Smokey Bear items in and around National Forests, National Parks, State Parks, etc.
- F. Attempts will be made to line up Regional jobbers to handle Smokey Bear items. This type of arrangement is not always practical.

IV. Outlook on future merchandising potential of Smokey Bear.

- A. Smokey has a great future in the field of character merchandising.
- B. Smokey Bear merchandise has not yet begun to saturate the market.
- C. Smokey Bear should be as popular 25 years from now as he is today.

PANEL DISCUSSION - SMOKEY'S IMAGE

I. SMOKEY'S MESSAGE - WHAT IS IT?

Dave Phillips
U. S. Forest Service
Denver, Colorado

Introduction - Is Smokey worn out, tired and old fashioned? Should we fire Smokey? Some people say he is making it more difficult to get approval for

controlled burning and is making the public believe that bears are not dangerous. Do we need Smokey?

I'd like to approach this question by looking at Chili - a country with a real fire problem and a real forestry reserve and no fire prevention symbol.

In Chili the fire prevention message is often carried by words. Basic concept in signing is "if they have to study it, you're through." People just don't care that much. A second way of carrying the fire prevention message in Chili is with before and after signing.

The use of symbols is being tried in Chili. Don Puma was dropped because the puma is a feared predator in Chili. Juan Pino was developed in a southern province in Chili.

Many Campaigns in the United States have found symbols useful. The early fire prevention signs were without a symbol (illustrate early signs). But now we have Smokey and the Haug report says that 98% of the children in America know Smokey. His message is almost equally well known.

Special problems develop when a symbol is very well known. (Show Smokey Cartoons). This involvement in the adult world isn't possible unless Smokey is recognized and his message recalled.

Smokey is so well known that many foresters believe he is becoming a symbol of the profession. When the Journal of Forestry accepted the Golden Smokey for outstanding fire prevention activity. A real professional row was started. The crux of the arguments were summarized in the statement, "we ridicule ourselves by depicting ourselves as comical bears."

Another problem in being so well known is that Smokey is often used as a scape goat for poor public education. All of our actions will be watched by the environmentalists with or without Smokey. Now and in the future we will have to sell our management actions to the public. People care and demand to be told.

But there are positive sides too! Involvement in local parades and major national parades - even as an ice sculpture in winter festivals, - Smokey is an easy way to meet local I&E obligations. Smokey is an ideal method of cooperating with other organizations.

Smokey on signs - all agree that the symbol increases the impact of the sign. Often a sign is donated and we want a credit plaque. (illustrate fire prevention signs using Smokey).

Smokey is great with kids if you keep it on an adult level. It offers a natural way to teach prevention.

Now that Smokey is 25 years old, our first generation of kids have grown up and are having their own children. We may lose an individual for a

few years but when they became parents they explain to their children what Smokey's message is - and they must know the message in order to pass it on.

Some people think we should junk Smokey. I believe Smokey has just reached maturity. In this age of public recognition of the value of our natural resources, Smokey will find and conquer new fields.

Foresters are amateurs in social sciences and salesmanship. A national program is necessary to get specialists who can develop a program for mass contacts and establish a symbol for general recognition.

Note: The presentation by Dave Phillips was accompanied by slides.

II. IS SMOKEY RELEVANT? HOW DOES HE FIT IN CONSERVATION AND ENVIRONMENTAL QUALITY?

Nelson-Peach,
Information and Education Assistant,
South Carolina State Commission of Forestry,
Columbia, South Carolina

With honest respect for those who may believe otherwise, I believe in the evaluatory process in a wide range of things.

Man has swung from out of the trees to the ground.

From the cave or lean-to to the tepee or mud hut.

From foraging, hunting and fishing to the tending of flocks and tilling the soil.

From the horse and buggy to the sophisticated society of today that can advertise earthlight strolls on the moon.

In this process I think we have, as a society, become far more urbanized than many of us foresters realize or are willing to admit. The source of raw materials for food and fiber grows distant to more and more people each year--so distant that the average person buying frozen peas, a leg of lamb or Red Band self-rising flour all carried out in a paper bag has little knowledge as to the original processes of growing the raw materials on the soil--and have far less concern for the basic problems of production. This lack of knowledge and concern for the processes that make life possible can reflect itself in many ways.

Costly waste in the grocery store when the lady of the house doesn't heed the sign "don't pincha da bananas!"

Banishing some of our best land from future production by arbitrarily deciding here's where the housing development goes; here is where I build a ten acre factory with a twenty acre parking lot; here's where I build a dam and flood 15,000 acres of good bottomland hardwoods.

The super dooper highway that plunges across country paving an acre or two every three or four chains.

Legislation that unwittingly penalizes in one form or another the producing landowner.

Taxes that are confiscatory and dictate a change in land use to one of greater monetary return.

Thoughtless pollution, destruction and what we have been most concerned with--the careless or malicious use of fire.

I could go on for quite a while with this list of items but I think you get what I'm driving at.

Now we as foresters have been working in a relatively singular field but I believe that it is time we took a good look at the handwriting on the wall and realize that we need all the help we can get in promoting the use of our natural resources--and that we can help underwrite other genuine concerns that have to do with the support of life, health, and pleasure on our planet.

In short, I can't "do my thing" without some influence on someone else's thing and the closer together we have to live, the more vital it becomes to be constantly conscious of this. Educationally speaking, a conservation-minded public is what we're after.

It is conservation mindedness we are talking about when we want the users of our parks and forests to stay on the path instead of trampling the shrubbery; deposit trash in the can instead of the stream; drown the camp fire instead of "let her burn baby burn."

It is conservation mindedness when we put our pavement projects and factories on land of low production; our housing developments on the well-drained sandy soils where the cost of fertilizing for commercial crops is excessive.

It is conservation mindedness when the bureau of roads or the state highway department considers a narrower or minimum right-of-way or even double decker highways through areas of highly productive soil. High initial cost? Yes--but what about the long haul?

It is conservation mindedness when a tax structure considers the best basic

use of land according to fertility in making assessments rather than a very arbitrary or mercenary decision made by an assessor with his fingers on the pulse of the money market alone.

It is conservation mindedness when we as foresters seek earnestly for ways other than by fire to prepare seedbeds, control brown spot, reduce hazard or control weed species and refrain from adding to the air pollution problem as Bill Huber spoke of yesterday.

You may say we're opening a Pandora's box of problems to solve--but I say No! The box was opened a long time ago--it is only now that we are beginning to recognize some of the vital concerns of the day.

A development of a concept of "Reverence for Life" as Albert Schweitzer puts it is a prerequisite to future life on this planet and as also puts it--a symbol of a true civilization.

You may feel I'm a long way from Smokey Bear. No, I don't think I am because Smokey has evolved from a beast of the forest to an intelligent being. As Mal Hardy pointed out--he walks and talks and wears pants, a hat and carries a shovel. He can help us build the "reverence for life" that is vital to the health and life of generations yet unborn. And boy, has he got a selling job on why people need to prevent forest fires! As I implied earlier, Smokey's got to go to town, he's got to recognize the fact that he is a part of a growing number of conservation concerns--and that he can talk about associated and parallel elements of the broad problems of providing and preserving the productive and life-supporting capacity of our planet without going too far afield. In fact, I'm convinced Smokey needs to pointedly say that fire prevention is important as a part of several vital conservation facets and speak the truth as we know it even if it hurts. Smokey can be a valuable go-between the utopian preservationist and the selfish shortsighted mercenary. He can help bring the Story of the Forest to the city and help our people recognize a deep and too often buried instinctive awareness that for mankind to survive we must work with the laws and forces of nature and the universe and not against them. To work against them is to ultimately commit suicide.

When will Smokey have served his usefulness? I don't know. I do know that I can't see the end--of this I'm convinced as I look into the face of this little girl who joined our Smokey Bear Reading Club last summer.

In Smokey Bear, we have a winner, I'm for staying with him.

III. HAS SMOKEY OUTLIVED HIS USEFULNESS?

Robert Compeau, Forest Fire Supervisor,
Michigan Department of Natural Resources,
Lansing, Michigan

When I was first contacted by Pat Sheehan and asked to present a paper wntitled, "Has Smokey Outlived His Usefulness," my thoughts were that such a ridiculous statement should be rather simple to talk about. The only doubt that entered my mind occurred when I wondered how much Smokey had to do with the location of this meeting place. I was never quite sure that there was usefulness in scheduling a national meeting in Atlantic City in January.

Seriously, as I examined the many articles that have been written by some of the professors of our universities, and many other writers and journalists throughout the nation, the question about whether Smokey had outlived his usefulness faded, and in reality they seemed to be questioning whether he was EVER useful in the first place.

The two basic questions raised in these articles were, first, the over-protection of our forests to the extent where Smokey's message condemns burning of any type; the second, the giving of human characteristics to an animal such as Smokey which, in their estimation, led the general public to the belief that bears, or any other wild animal, were not to be feared, and that this in itself led to some of the animal-human tragedies that have occurred in our national parks and in some of our own states.

Let's attempt to analyze these two questions separately. The question raised as to whether Smokey Bear actually condemns fire of every kind may be a valid one. However, there are certain aspects of our organizations that lead us to believe this cannot be true. We do have fire permit systems, whereby permission is granted for burning of any fuels that are deemed safe by the regulating agency, and controlled burns. We in Michigan have cooperated in the past few years with the United States Forest Service in the controlled burning of certain Jack Pine areas, to improve the habitat of the Kirtland Warbler. All of this was accomplished without objection from the public. In fact, it had the complete endorsement of the Audubon Society and others concerned.

In the recent changes that have been adopted for the uniform reporting of fires throughout the nation, the term "wildfire" is now being used in place of "forest fire." Perhaps this is something that we should consider in the future Smokey Bear campaigns. The wildfire is the fire, of course, that we, and Smokey, are attempting to eliminate. Fire itself is not always bad. The correct use of fire as a management tool has long been practiced throughout this nation, and is still being practiced today. Certainly Smokey has done an outstanding job in the prevention of man-caused fires. For example,

his educational message helped Glacier National Park to experience its first fire-free year, in 1964. In 1965, the entire burn was 12 square feet. This is in contrast to such years as 1936, when 29 man-caused fires and 38 lightning-caused fires devastated 7,770 acres. This reduction in man-caused fires and acres lost is certainly a credit to Smokey's campaign.

However, the question that seems to arise is whether the reduction in acres lost that we have reached today is detrimental to the environment as it pertains to wildlife and in reality, elevates our hazard through the environment as it pertains to wildlife and in reality, elevates our fire hazard through the accumulation of unburned fuels. Controlled burning has a very definite effect on the land we manage, and certainly should be a part of our management efforts. I do not believe that the Smokey Bear campaign was ever aimed at preventing this type of management. On the contrary, it was aimed at reducing uncontrolled man-caused fires, which in many instances lead to the destruction of valuable property and ground cover that is needed in the protection of our own environmental necessities.

The second question raised, as to whether Smokey is in part, at least, responsible for the tragedies that have occurred in the attacks of wild animals on people, and in particular the grizzly bear attacks in our national parks, leaves me a little cold. We have lived with this type of situation, where human characteristics have been given to animals, for many, many years. Good examples of this are the many cartoons that appear, especially around election time, depicting the elephant and donkey, which are the symbols of our two national political parties. I still fear and respect them, especially at budget time.

State personnel, as well as national personnel, have always had a problem in protecting the public and the animals from each other. As time goes on, it appears that this problem will intensify. In most cases where incidents have occurred between man and animal, it is usually the case of downright foolishness on the part of the human being, and if we are to blame all of these circumstances on Smokey, or other characters such as Donald Duck, Yogi Bear or Bambi, the next logical step would be to remove all of them from our present day way of life. In most instances where these attacks occur, investigation shows that the animals involved have had an abnormal amount of exposure to, or contact with, humans, to the extent that their normal caution and fears have been reduced or eliminated.

A generation or two of women have grown up with a childhood attachment to Mickey Mouse, but most still manage to respond in the reasonable, typical female manner to the appearance of a real mouse. I personally cannot buy the thought that Smokey and other such animal characters are the cause of our problems in parks and other recreation areas. Nor would I ever suggest that we eliminate, along with Smokey, such old standbys as the Easter Bunny, Santa's reindeer, or any of our favorite animal cartoon characters of today.

All prevention efforts are a matter of education, and Smokey Bear's campaign is one of the most outstanding public education enterprises that have ever been devised. It gives us complete coverage of all age groups through the use of material that is available to us, and although we do direct a great deal of our attention to the children, this itself leads Smokey's campaign toward a never-ending job. Our educators today tell us that our best learning years are our younger years. If our message is put across at this time, it will remain with the public throughout their lives. Although there have been a number of campaigns throughout the world to reduce the population, none of them have been too successful, and as each new generation goes through our school systems, it will be our job to bring Smokey's message to them.

The possibility of fire occurrence in our forested recreation areas will be on the increase in the future, due to the extended leisure time of the American public and with this leisure time, the trend is developing toward the second home or cottage concept in our forested areas.

The fire-start potential that is created by these trends again depicts the never ending problem of our fire prevention programs. Reaching these recreationists and advising them of the existing fire hazards through the use of mass media such as local radio and television stations is fast becoming an important part of our prevention program in Michigan. At the present time approximately 40% of our yearly statistical fires are caused by debris burning, and a large portion of these fires occur in the immediate vicinity of the cottages and second homes that are springing up throughout our forested areas.

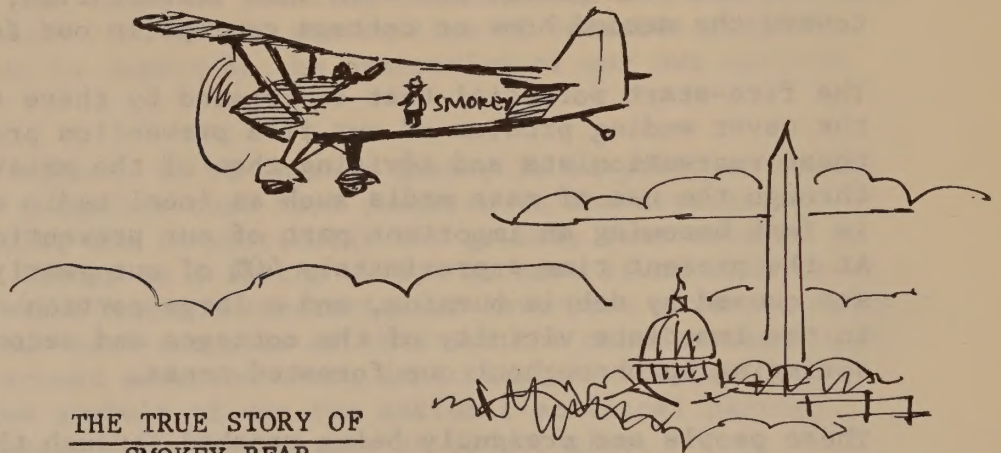
These people are presently being reached through the radio and television outlets through the use of the spot Smokey Bear announcements coupled with a message depicting local fire conditions. Thus far, we have had excellent cooperation from the stations involved, and in my estimation, there is no better way to convey our message than through the use of one of the most familiar figures in the minds of the public - "Smokey Bear."

These fires are not grudge fires nor incendiary fires, but are simply the product of ignorance concerning the danger and risks involved in burning under conditions that are not safe. The only answer to this problem is to warn and to educate the public, and this is where our prevention programs and Smokey come in. He has not outlived his usefulness; on the contrary, as one famous American once said, "He has only begun to fight."

As food for thought, maybe we should consider what Smokey is being blamed for. I'm not sure that the problem lies in the human characteristics that have been given to animals; possibly it is in the animal characteristics that are still in man. Maybe part of it is ourselves and our organizations that are over protective, and refusing to take the calculated risk necessary for good controlled burning. Smokey and his image have been created by us and I, for one, am sure that those who

condemn him are far and away in the minority, and it is through meetings such as this that we will have an opportunity to express our thoughts on the subject, and make changes that may be necessary in our programs to make them more effective.

Smokey is only a symbol; if you really believe he has outlived his usefulness, perhaps you should take stock of your own prevention program. There is no question but that he is being accepted by the American public, but the results you obtain will be directly dependent on how you use him.



THE TRUE STORY OF
SMOKEY BEAR

Ray L. Bell, State Forester
Santa Fe, New Mexico

Mal Hardy, Director, Forest Fire Prevention, U. S. Forest Service, Washington, D. C., has requested that I put in writing the knowledge I have had stored in my mind, diaries, and log books for the past twenty years about the bear cub who was flown to the National Zoo in Washington in a private plane, and who has resided there since 1950 as a living symbol of Smokey the Bear. From my diaries, pilot log books and memory, these are the facts.

At the time Smokey was born, probably in January, 1950, I was Chief of Law Enforcement for the New Mexico Department of Game and Fish, where I had been employed since 1941. The State Game Warden, Elliott Barker, had given a standing order to all the field employees that they were to go immediately to any fire and render any assistance necessary. The Department of Game and Fish was the first State organization to buy an airplane, and I was the pilot.

On May 4, 1950, a bad sandstorm covered the Capitan Mountains, so dense that even the old timers thought it one of the worst they had ever experienced. I was on a scheduled flight from Santa Fe to Roswell in a super cruiser. Roswell was some 150 miles away, and before I got even with the Capitan Mountains, I could hardly see the ground 500 feet below. As I am a ground-loving boy, I made a fast 180 degrees and came back to Santa Fe. About the time I turned back, an old cowpuncher, Bob Lathum, who was the Lookout for the north side of the Capitans, called the Capitan Ranger, Dean Earl, and told him the sandstorm had lifted for a moment between his Lookout and the Capitan Mountains and that he saw smoke for just an instant, and then the storm closed in again.

Dean got a crew of men and immediately headed for the smoke indicated by Lathum. Dean told me later that when they arrived at the fire the wind was blowing so hard that the fire could not crown. It apparently was what we know now as a jet stream on the ground. As the fire burned to Las Tablas Canyon, it was so named "The Las Tablas Fire."

I had word of the fire immediately over my State Police Radio. (Game and Fish was on the same frequency as the State Police.) The wind died down some during the night and the next morning daylight saw me almost to Capitan in the plane. On getting to the fire camp, Dean got in with me and mapped the fire and immediately started pinching it in with the various crews that had reported in. Most of the men were ranchers, cowpunchers, and local residents. They were all men that knew fires from long experience and needed very little supervision. They knew what to do, but they needed Dean to tell them where to do it. The winds quieted down some, and on May 7 about 2:30 p.m. the fire was declared under control. Dean gave instructions for about a half dozen of us to break up the camp where the cooking was done. Lee Beal, Assistant supervisor of the Lincoln National Forest, and I were helping out with the breaking of camp. Dean was out on the line sending men home and getting mop-up crews organized. Lee Beal and I were getting ready to get in a vehicle as the camp was ready to move out, when one of us saw a smoke about a half-mile away that was outside of the fire line. As the wind was coming up, we both expressed our fears, and Lee immediately called to the men that were breaking the camp.

We all grabbed some kind of a fire tool, jumped in vehicles, and raced over the very rough road to the smoke. When we arrived the fire was about forty feet across in an oak thicket, and one man, Roy Morgan, Forest Service Maintenance Operator, was attempting to build a line around the spot with a McCleod tool. We all, about six of us, hit the ground with tools building fire line. After so many of us hit it so quick we felt that there was no great problem; nevertheless, no effort was spared as we all realized the possibility of anything happening. That is what did happen: A whirlwind hit the spot, picked up enough fire and set it down across the old road. It went up the mountain sounding like an express train. That was the start of the Capitan Gap Fire.

Apparently, one of the fire fighters that was on his way home had tossed a lighted match or cigarette out of his car. The wind came up and took the fire through some of the denser timber--Ponderosa Pine, Spruce, Fir and Quaking Aspen. The smoke rose over the mountain and could be seen for seventy-five to one hundred miles away. The Forest Service did not have to put out calls for help at that time. Ranchers, Store Clerks, Insurance Salesmen, Game Wardens, State Police, Sheriffs and Deputies, Railroad Crews all started reporting into the new fire camp. By nightfall there were fire crews on the line, bulldozers being unloaded, cooks making meals, and lunches coming in from Capitan. Radio communication was set up by the State Police. Relief crews were being bedded down and the fire crowning up the mountain. The large spruce trees would explode and sound like charges of dynamite.

Soon after dark, a crew of Mescalero Indians showed up for work. These men were the first organized trained fire crews and were known as the "Red Hats." This was the first fire they had ever been called out on off their reservation. They were later known all over the U.S.A. for their ability to build fire lines with hand tools. I had worked with them on two occasions on their reservation--once on a fire and once at a fire training school put on by Bert Shields, their trainer and organizer.

Dean told me where to start these men with a line and where to go. They built a line as fast as I could lead out. It was something to marvel at.

According to my diary, I took Dean to map the fire early after daylight. The fire was slowing up, then breaking out along with the wind. Fire lines were being lost and the crews were worn out. The Army at Fort Bliss, Texas, was asked to send men and equipment. They arrived in short order and brought kitchens, cooks, fire fighters and bulldozers.

On May 8, I was radio dispatcher all night and up in the day of the 9th. Orville Luttrell, one of our District Game Wardens, came in with a crew of soldiers off the line where the fire was the hottest and was threatening to break over the lines. Luttrell reported the condition of the fire and lines to Dean. Dean had another crew of soldiers going in and put Speed Simmons in charge of the crew. Speed was another District Game Warden that had had many years of fire experience and he could handle men under hazardous conditions.

Luttrell told me they had seen a small bear cub along their fire line and he would not let the soldiers bother it as he figured its mother was somewhere close by. Before Speed left I told him to watch for the little fellow and see if it had found its mother, and, if not, to bring it in as it was too young to live without a little help.

I went to sleep and when someone finally woke me, I found that Speed and his crew had almost gotten the works. The fire had jumped the line, crowned, and took up the mountain with Speed and his crew directly in its path. Speed had foreseen such a thing happening and had directed his

men on what to do should it occur. He had picked out a rock slide and he directed his men to all get together and put their faces down in wet handkerchiefs so they could watch each other's backs and swat out any fire on clothing if need be, and told them that if any man tried to run he would hit him over the head with a shovel. And he would have, too.

After the fire had gone over, all men were accounted for and, outside of a few scorches and holes burned in clothing, they were all in good shape.

On their way out they found the little cub hanging to a burned snag with his feet and back end badly burned. Two of the soldiers brought him to camp. Not knowing too much about animals, and, particularly young ones, they offered him canned milk and candy, which he apparently ate all he could hold. They gave him to a rancher that was going home to rest. When I woke up and found out what had happened, I borrowed a car and drove to Mr. Flatley's ranch some fourteen miles. Mrs. Flatley said she was glad I had come for the little bear as she was sure it was going to die. It had cried constantly and was very sick from the food it had gorged on. I put the little fellow in a box about like a shoe box and returned to camp.

I saw Dean Earl, and several other Forest Service men, Captain Al Hathaway of the New Mexico State Police, Game Wardens, Soldiers, and Ranchers. They all had to take a look at the pitiful little burned cub. Someone asked what I was going to do with it. I told them that I would take the little fellow to a Vet in Santa Fe.

We examined the little fellow and figured he was born sometime the previous January. He probably weighed at birth between six and twelve ounces. We figured more like six ounces and that he was one of triplets. He was small for his age and indications were that he had shared less than his normal share of bear milk with other little bears; he was somewhat stunted. He may have been lost from his mother early in the fire, but luckily for him, he wandered into where the fire fighters were. If he had stayed with the mother, he might have taken off and gone into the fire in hysteria and been burned to death as his mother probably was. Anyway, these are the facts of what happened during and after the two fires that were so close together that they overlapped.

Before I left for Santa Fe, I asked Dean and Sam Service, another Forest Service employee, what the name of the bear was that was on the U. S. Forest Service posters. I think it was Dean who said: "SMOKEY." We all agreed that if the cub lived, it might have a good future with a name of Smokey and the experience it had had in the fire.

By this time with all the confusion and people "chousing" around, the little fellow began to cry more than ever. I then examined its feet and other burned spots and found the skin was all off its paw pads, and his rear end looked like a skinned rabbit. I went to the cook tent and

asked the cook for a handful of cowboy salve (bacon grease) which I applied to the burned areas and almost immediately he began to quiet down.

When we landed in Santa Fe, Mrs. Ettinger, the Airfield Manager, called Dr. E. J. Smith and made an appointment for the cub and I took him right over. Dr. Smith is not just an animal doctor; he was a special interest in each animal he takes care of. He examined him, dressed his little paws, and put on some ointment that seemed to soothe the burned areas even more than the bacon grease had. He also gave him something for the bellyache. Dr. Smith said he had a pretty good chance to live, but that the little fellow, aside from being badly burned, had received a terrible shock.

I left the cub in Dr. Smith's care, and reported to my boss, Elliott Barker, State Game Warden, and gave him the conditions of the fire at the time I had left camp: That the wind had let up some and the crews were backing off and building more lines, and fresh crews were coming in. I don't think Dean had slept since the first fire had started. I also told him about the little bear. This was of particular interest to Mr. Barker and he wanted to be kept advised as things developed.

I asked Mr. Barker if it would be okay to try to get Harold Walter, Assistant State Purchasing Agent, and a very fine photographer, to go back to the fire and take pictures, as the next day was Saturday and Harold would be off work. I called Harold and he agreed to go as this type of thing was his hobby and he loved to hike the mountains and take pictures of wildlife and mountain scenes. Harold and I were very good friends, and his wife, May, was Mr. Barker's secretary.

The next morning before daylight, Harold and I took off for the fire area some 125 miles airline. The little Super Cruiser had no navigation instruments, only a compass, oil gauge and navigation lights. We stayed close to the ground and as it began to get light we realized there was ground fog, which got heavier as we went south. A little after daylight we were using dirt roads for navigation as I was familiar with the area. We only missed the camp a quarter of a mile on a compass heading. We met Dean at the camp and he drove us into the fire area. It was whipped. The fog had given the men a break and Dean said the fire was under control. The sun had burned out some and the fog and smoke made the burned area look even worse.

Harold took many pictures and we returned to Santa Fe. Before leaving camp I had talked to Mr. Moore, the Supervisor of Lincoln National Forest, briefly, and told him what we were trying to cook up providing the little bear lived. Mr. Moore had been a World War I Captain and had no place for foolishness. He was, however, one of the fairest and most considerate persons I have ever met. As I related to him our plans, Mr. Moore sat on his cot a few minutes in silence and then said: "Yes, I think you may have something, and, if I can help in any way, let me know. Right now I must be sure this fire is out and stays out."

On returning to Santa Fe, I checked on the little bear. He was responding to treatment, but would not eat. I had to take Judy, our little daughter, to see him. The first thing she said was: "Daddy, let's take him home." I told her: "Maybe, later on, right now he is very sick."

The local newspaper had come out with a story of the little bear and called him "Hot Foot Teddy." This almost ruined our plans. If he lived, we wanted to name him "Smokey", and it looked like he would live.

Harold and I were both very good friends of Mr. Kay Flock, the Supervisor of the Santa Fe National Forest. Harold talked to Mr. Flock about the plans we had. He immediately picked up the ball and ran with it. He contacted the Regional Office in Albuquerque, and the Washington office. Lyle Watts, Chief Forester, came right back and agreed that it was a wonderful opportunity, and one that should be followed up. In the meantime, more newspapers had picked up the story along with some of Harold's pictures. The story became nationwide. California sent Mr. Barker a sixty-word telegram stating they would like to have the little bear as a living symbol for their flag.

Meanwhile, we were promoting the name of "Smokey" and it was really catching on, due to Harold's pictures and the story of his having been burned.

The little bear had been at Dr. Smith's office for about three days when I checked on him again. He was responding beautifully to all the treatment, except he wouldn't eat. Dr. Smith told me: "You know if he doesn't eat, he will soon die because he is run down physically, and has gone through too much of a shock."

Judy again said: "Daddy, let's take him home. Mother will make him eat." (she knew from experience.) So, to our house he went and Ruth, my wife, immediately took over. She had had experience before with animals I had brought in, besides raising a pair of younguns.

She sent me to the store for Pablum (baby food) and honey. She mixed the pablum, honey and milk into a paste and forcing Smokey's mouth open, rubbed the paste in his mouth. After doing this a few times, he began to suck on the paste and began to swallow. That was it. From then on Ruth fed him small portions of paste (about a teaspoon full every two hours). After that Ruth and Judy fed and cuddled him. I changed the bandages, which soon got to be quite a tussel. Many times his feed would bleed and it was impossible to keep him from walking or running and playing with my son's black cocker pup. The pup was about the same size as Smokey. He soon developed an affection for Ruth and Judy, but, not for me. Most of the time I handled him and had to hold him down in a blanket to change his bandages.

His method of dislike was shown by his walking past me--stop--then two or three feet away he would jump and grab me by the leg and bite as hard as his little jaws would permit. This was comical at first, but as he got

stronger it was something to avoid. My hands began to get skinned up and I was on the alert to keep my distance. He never once bit Ruth nor Judy.

SMOKEY WAS GOING TO LIVE. Clint Davis, Chief of Smokey Bear Campaign, U. S. Forest Service, in Washington wrote asking for Smokey to be put in the National Zoo in Washington, D. C., as a living symbol of fire prevention poster. This was agreed to by Mr. Barker, providing "Wildlife" received publicity equal to that of Fire Control and Forest Management.

Now we had Smokey the Bear on our hands, no longer the scrawny fire-scared little cub. His weight had increased from four pounds at the time I got him to about eight pounds and he was growing beyond imagination. Ruth and Judy were becoming more and more attached to him, and my hands and legs were getting sorer and sorer. After biting me he would go over and jump up in their lap and go to sleep, or want to play. Never biting. He would not even bit the Cocker pup, in spite of the fact that they played rough. Smokey thought of himself as a dog. I had brought another little orphan bear home for him to play with whose mother had been poisoned. But Smokey fought it so hard we had to separate them. The new bear was so good natured it would not fight back and later became quite a pet for everyone at the Albuquerque Zoo.

Our only problem now was to find a plane to take Smokey to Washington. I contacted an airline manager in Omaha, Nebraska, and told him my story. I had called him long distance and thirty minutes of conversation resulted in his saying Smokey could go on a freight plane, but no one could accompany him. He could not go on a passenger plane.

I thought of a good friend, Frank Hines, a Piper dealer in Hobbs, New Mexico. I called Frank and explained my problem. Frank said at once that he would take Smokey to Washington and whoever wished to go along. He also said he would contact Piper Aircraft to advise them and it might be that Bill Piper, Sr. would take part in the program, which he did. This was all done in a very short period of time and a date was set to leave Santa Fe on Tuesday, June 27 at 0600.

A schedule was made for stops along the way, and a going away party was set up. Smokey and I went on the radio a couple of evenings before he was to leave. I did not do so well on the radio. About the middle of the broadcast Smokey grabbed me by the hand and I am sure what I said went on the air before they could cut me off. Anyway, the announcer said Smokey put on a good broadcast. Smokey also appeared before several school groups and needless to say he was the whole show; but, my gloves were getting thin, and a few marks along my ribs were showing up.

Smokey slept out on a back porch at our home with the cocker pup where Ruth kept the washing machine. The day before he was to go to Washington he disappeared. Ruth was frantic. Had someone left the door open? Had he run off? Had he gotten run over out in the street? She looked everywhere. Judy was crying. I was gone. When I got home and saw

the situation, I started working the neighborhood for Smokey. Everyone in Santa Fe knew him by now, and crowds had come to the house to see him. The publicity had had a great effect. While I was spreading the word that Smokey was lost, and searching and asking questions, Judy found me and told me that Smokey was safe.

He had managed to get under the lid of the washing machine and that is where Ruth found him, asleep. It was dark and quiet in the machine and he just had to have his nap.

The night before he left, there was a party put on at Seth Hall for him. A large crowd attended. Dean Earl drove in from Capitan. The people who came to honor him included Kay Flock; Elliott Barker; Homer Pickens, Assistant Warden; Speed Simmons who discovered the little fellow; Captain Al Hathaway; Mayor Frank Ortiz; James W. Young, Vice President of J. Walter Thompson Company, nationally known advertising agency, who cooperated with Foote, Cone & Belding in the development of the Smokey Bear Advertising Campaign; Angus Evans, Chairman of the New Mexico State Game Commission; Natt Dodge, Naturalist of the Park Service. An elaborate program had been arranged which was sponsored by the Boy Scouts and Girl Scouts with the Safety Council of the Santa Fe City Schools cooperating. Jack Hester, now president of the Bank of Santa Fe, was Master of Ceremonies. Also attending were Major Cooper, USA, and Dr. Smith, and Frank Hines of Piper Aircraft.

Smokey came away from the party rather disgusted. I had put on a thicker pair of gloves, and his chewing was not having the effect it had had in the past.

The next morning a large crowd gathered to see Smokey off. Frank Hines had a brand new Piper Pacer on which the late Will Shuster had painted a picture of Smokey with his arm in a sling. Not being able to obtain a cartoon of the "Cartoon Smokey" he had painted a picture from his imagination and from what he could remember of seeing of the Cartoon Smokey.

Dean Earl had given a report of the aftermath. Several burned deer carcasses had been found; one flock of turkey had been seen to fly into a crown fire. No bear carcasses were reported found, but 17,000 acres is a lot of country especially when it is such rough terrain.

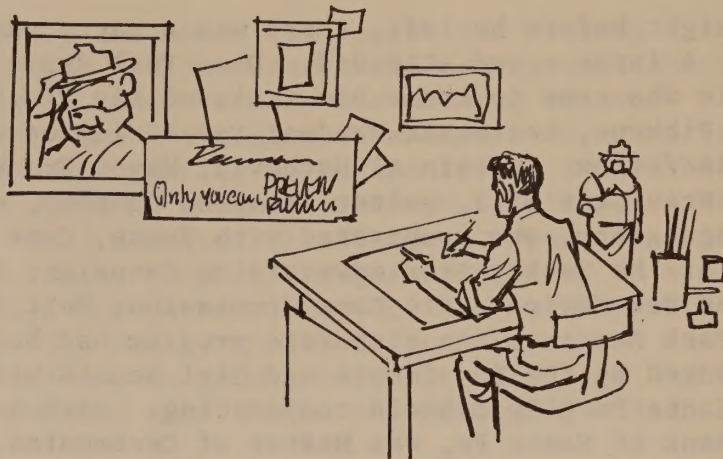
The rest of the story I know only by hearsay. Frank Hines, Homer Pickens and Kay Flock (Mr. Flock only went as far as Pennsylvania) said the trip to Washington was perfect. They were met at all the stops by crowds of photographers, newspaper men and many children. They landed in Washington in a bad rain, or, should I say, a good rain. Frank said Smokey's medicine was almost as strong as our Indian raindances.

Smokey's early life to me parallels that of a war orphan born at the beginning of a war, parents killed, but somehow surviving, picked up by people passing by and placed in an orphanage to spend a lifetime for

people to see and be reminded of the cruel effects of war.

After twenty years Smokey is still to be seen in the Washington Zoo. I hope 100 years from now that that pitiful little burned ball of fur is remembered and respected as the living symbol of Forest Fire Prevention as he is today.

LONG LIVE SMOKEY BEAR!



SMOKEY'S VISUAL IMAGE

Rudy Wendelin, Illustrator,
U. S. Department of Agriculture,
Washington, D. C.

I. Purpose of Art.

- a. Communicate on idea.
- b. Decorate a surface.
- c. When both are used a work of art is realized.

II. For Smokey Program, communicating an idea is the important element.

III. History of Smokey Bear Art Program.

- a. Popularity of using an animal theme established in 1944 with Bambi and squirrel posters.
- b. First Smokey poster prepared by Albert Staehle in 1945.
- c. Elements of Smokey's image include a hat, dungarees and later a shovel.
- d. Critical turning point in Smokey's graphic development - should Smokey be a cartoon caricature.
- e. Original wild figure modified to include a change in teeth and

- replacement of claws with fingers.
- f. Live bear added to the scene in 1950.
- g. Problem of combining poster bear with live bear and maintaining Smokey's image.

IV. Smokey's Image and the Commercial Support Program.

- a. Entered 3rd Dimension with models and sculpture.
 - b. Problem of relating Smokey's commercial products to fire prevention.
 - c. TV Cartoons modified for animated adaptation.
 - d. Control of Smokey Bear artwork on commercial items is maintained by requiring advance approval for all uses of Smokey's image - packages, comic books, toys, etc.
- V. Increased tendency to go for more photo work in portraying Smokey's image. Caution must be used not to reduce image in using photos.
- IV. Real test of how well we have put across Smokey's visual image is areas where we have no control. Example, - cartoons used in publication.

SMOKEY BEAR IN EXHIBITS, PARADES FLOATS, AND WINDOW DISPLAYS

E. F. McNamara, Chief,
Division of Forest Protection,
Pennsylvania Department of Forests and Waters
Harrisburg, Pennsylvania

I am very happy to have the opportunity to represent Pennsylvania at this very significant Workshop. Most people who are not familiar with Pennsylvania, and in fact even some of the residents of Pennsylvania, are not aware that the Keystone State still has 17,000,000 acres or roughly 60% of its total land area in forest. This large forest acreage, combined with the fact that the State has a population of 12,000,000 people gives the Keystone State the second largest combination of people and forest in the nation. In conservation circles we like to point out that these two resources are Pennsylvania's most valuable assets. Since 99% of the wildfires that occur in Pennsylvania are people caused you can also see that these two valuable resources are the secret to both our program and problem.

Pennsylvania has always been prevention conscious, and started a systematic prevention program emphasizing the elimination of problem townships

(townships having 10 or more fires per year) during the mid 1930's. This intensive program, combined with the Smokey Program started in the early 40's has made most Pennsylvanians forest fire prevention conscious. I am very proud that we can honestly say that we strongly support the Smokey Program. Each year we purchase and use the second largest amount of Smokey Prevention material of any State in the nation.

As the Wildfire Protection Agency in our State, we recognize that our primary responsibility is in preventing fires. Sometimes much to the chagrin of our District Foresters we refer to the fires that do occur as prevention mistakes. Since I mentioned earlier that 99% of our fires are caused by men, women and children, I feel that under certain circumstances this is a valid statement although many in our line organization do not agree.

In Pennsylvania we are also very conscious of what we are protecting. The total "Values At Risk" in Wildfire Protection in Pennsylvania exceeds six and one-half billion dollars.

During the past five years (1965-69) have averaged 1315 fires burning 12,174 acres each year. In this same five year period, we have accomplished one of our short range objectives and have held the average area burned by each fire to ten or less acres. We could take a smug attitude and say that with the large number of people, and our extensive area of forest land, that we are doing a reasonably good job and let it go at that. However, in view of the past history of the protection program in our State as shown by this chart you will have to agree that we cannot become complacent. It is readily apparent that the same techniques and approaches we used in the 1940's and 1950's are not working as effectively in the 1960's since the fire incidence has again started on the upswing after a low point during the five year period of 1955-1959.

In an effort to take a new look at our overall Prevention Program we have developed our intensive Metropolitan School Program. This had two objectives:

1. Reach a large number of children with the importance of and need for fire prevention.
2. Impress upon them that our Department has the responsibility for forest fire protection.

We started this intensive Prevention Program in 1967 in the Harrisburg Metropolitan Area. During one week in March, with four teams of Smokeys we visited 67 schools, with 16,000 children in Grades 1, 2, 3 & 4. During 1968 Smokey visited the Allentown, Bethlehem, Euston Area and visited 90 schools, with 19,000 children. In 1969 he visited the Altoona and Johnstown Area where he stopped in 59 schools and talked to 9,000 children. During 1970 our plans are to tackle part of the Philadelphia Metropolitan Area.

These week long sessions during March of each year supplement the normal Prevention Programs planned and carried out by the staff of our 20 Forest Districts.

Smokey visits other schools, visits County Fairs, rides in Firemen's Parades, sells his message from store windows, participates in Halloween Parades (as long as the float and theme are in good taste), opens shopping centers, participates many times in Sportsmen's Shows, and is present at the annual Pennsylvania Farm Show which is the largest of its kind in the nation.

I have a few slides which I would like to show to describe some of the activities of our personnel in fire prevention. I might add here that up until the present time, in fact until February 12th our Department has not had a full time fire prevention staff member. Art Creelman, who I am sure many of you have met and who has accompanied me here to this meeting will fill this position starting on February 12. Art will really give our Program a much needed boost.

I want to make one very important point here before I show the slides. In all of our exhibits, parades, etc. we use fire prevention as a means to an end - never an end in itself. Fire Protection personnel leave themselves open to much criticism from others in the Conservation arena if we forget this very important fact.

(Series of 57 slides illustrating use of Smokey in Parades, Displays, etc.)

Smokey is a welcome guest at any public affair in the Keystone State. We give Smokey a great amount of credit for the progress that we have made in the fire prevention program. We also recognize the fact that Smokey alone cannot do the job that must be done to meet the ever pressing demands of people and their use of the outdoors. I have brought along a few fire prevention "gimmicks" that we use to help Smokey.

During 1970 we have embarked upon a very challenging program in Wildfire Prevention. We have adopted the theme "Make 1970 Wildfire Prevention Year."

To kick this year long program off Governor Shafer will sign a Proclamation in the near future designating 1970 as Wildfire Prevention Year in Pennsylvania. In addition we have purchased over \$20,000 worth of Cooperative Forest Fire Prevention Educational materials, and over one-half million copies of the "Rural Fires Prevent 'em or Fight 'em" pamphlet. In addition we have prepared and printed 11,000 copies of a Brochure pointing out the problem, the values protected, the objectives of fire prevention and are soliciting the cooperation of individuals in all parts of the State to make 1970 Wildfire Prevention Year.

At the end of 1970 we will probably have just as much trouble in evaluating the success of this intensive Fire Prevention Program as we have had

evaluating the Fire Prevention Program of years past. However, I am very strongly in favor of the renewed emphasis that is becoming visible, not only in individual State organizations, but on the national scene, on the need for increased fire prevention activities. I firmly believe that a strong fire prevention program is our only salvation if we are to keep on top of the Wildfire Protection problem.

EFFECTIVE USE OF THE SMOKEY COSTUME

James Q. Ricard, Fire Prevention
and Training Officer,
New Hampshire Division of Resources Development,
Concord, New Hampshire



It is hard to fully measure or determine just what special techniques have made "Smokey" a success in New Hampshire. Perhaps it is because he has always been considered only as a Fire Prevention Symbol and not a replacement of regular fire prevention activities. It has served as an inspiration to everyone in the prevention of forest fires.

In 1964 I submitted a paper on "Smokey" before the Northeastern Forest Fire Protection Commission's winter training session. This paper that I am presenting today is pretty much the same with a few additions.

In all cases arrange to have an assistant with you - someone visibly connected with the Forest Fire Service; a uniformed Fire Warden, District Chief or other officer helps to build and maintain a close relationship between the Fire Organization, Smokey and further public cooperation.

Take time to have Smokey properly introduced. This is a very important job that should be handled by your assistant and paves the way to a good, well received Smokey program.

Smokey should try to talk with his audience and just not talk, establish closer communications by signs and movements of the paws or hands, a nod of the head, adjust your hat, whatever you do -- don't stand with arms hanging limply at your sides - be alive. Speak plain and loud enough to be heard by all. It helps to do this by keeping your face well up front in the Smokey head - you will find it easier to speak and breathe (it's cooler too).

Often times children and adults insist on your name and where you live. My answer has always been; "My name is Smokey, I live in the wooded hills." If more information is insisted on ask them to drop you a note at your Home Office which is in New Hampshire is always "Smokey Bear,"

Concord, New Hampshire.

Following are some of the rules we have followed in presenting Smokey:

Only State and Federal agencies may own Smokey Bear costumes.

Insofar as possible, only State and Federal employees should wear the Smokey Bear costume. When you wish others, such as firemen, scout leaders, and industrial foresters to use the costume, you should be sure they are familiar with these guidelines, and can be depended on to follow them.

Smokey Bear costumes shall be used only in programs where wildfire prevention is a factor. Where wildlife conservation, range management, watershed management, or other conservation activities are the primary objectives, Smokey Bear may be used to show the impact of wildfires on these activities, but not otherwise.

"Smokey" should never appear in less than full costume.

In any publicity connected with a Smokey Bear appearance, the wearer of the costume shall be anonymous, though sponsors may announce what agency or organization is "presenting" Smokey.

Costumes shall not be used unless they are clean, complete, and in good repair. Blouse should be dry cleaned. Pants may be laundered.

Costumes should be kept under cover before and after use, particularly when children are around. Smokey's head tucked under a forest officer's arm is shocking to a child, and is not to be tolerated.

Clowning, horseplay, insinuations and wisecracks have no place in a costumed Smokey presentation. Smokey should be dignified, friendly, but firm in presenting his fire prevention message.

The use of alcoholic beverages by "Smokey" is out just before or during a Smokey appearance. This rule holds true following an appearance if you are still before the public or where the public can see you.

Showings at "musters" and like celebrations should be scheduled to be completed by Smokey at the very beginning of such events to avoid the over-emphasized celebrating atmosphere which many times increases as the day goes on, this could detract from the value of Smokey in the Fire Prevention effort. It is well to remember that you can't make a joke out of "Smokey" without making a fool of yourself.

In presenting "Smokey," remember that he is a live bear, act the part, be sincere, kind, rugged but not a rough Smokey. Be a kind, understanding Smokey.

In preparing to present a "Smokey" program, first check where you are to

dress and undress, type of program; check and walk the entrance and exit to stage or other exhibit site.

Wear rugged, not shiney shoes, have a shovel for all outdoor shows. Invite children and others to come to you. Never force yourself as "Smokey" on children or other timid people. If children or others appear frightened, turn away and talk or shake hands with someone else. Move slowly, try to discourage parents who attempt to force a child to meet or shake hands against the child's will. Never walk rapidly toward small children. When appearing as "Smokey" in parades on floats or other vehicles, again first arrange for a place to dress and undress. Make sure that you will be returned to this dressing place after parade. Make sure of a means of mounting and dismounting from the vehicle and make sure that you have some type of support at corners and where there may be sudden stops and starts. Keep a sharp lookout for low tree limbs, wires, signs and overhead cross pieces often found at the entrance to parks, playgrounds and school yards. In short, arrange everything in detail so that you may be a dignified "Smokey" to the end.

If at all possible, try to have a guide or assistant to protect you from the dangers of wires, pits, potholes, cars, scooters, carts, very small children, teen-agers, drunks and practical jokers. The guide can do the most effective job of leading by walking ahead and slightly to the side. This enables "Smokey" to see where he is going and at the same time, better hear or see directions the guide may wish to give. The guide, while in the above mentioned position, can protect "Smokey" from the rear. An all out effort should be made by the guide to bar anyone from the area directly behind "Smokey" particularly in large crowds. Never permit anyone to lead you by the hand or otherwise; "Smokey" leads - others may guide. Remember that you are "Smokey the Forest Fire Prevention Bear" - the star always.

Before and after each showing, check your "Smokey" costume. After drying, pack it ready for the next appearance. Take special care not to mar or scratch the face, loosen the ears or otherwise damage the head.

Never take the job of appearing as "Smokey" lightly. Be alive, vigorous, alert and remember that you are representing one of the greatest of national symbols; that you, as "Smokey," are better and more intimately known than the real live "Smokey Bear" living in a zoo at Washington, D.C. our national capitol.

SMOKEY BEAR AWARDS

Mal Hardy, Director, CFFP Program
U. S. Forest Service,
Washington, D. C.

- I. Smokey Bear awards provide a means of recognizing outstanding service in a comprehensive forest fire prevention program.
- II. Approved policy for Smokey Bear Awards:
 - a. Smokey Bear awards shall be given as part of the CFFP Program in recognition of outstanding and significant contributions to the fire prevention program.
 - c. Five awards are approved:
 1. Golden Smokey Statuette - given to organizations and agencies with nationwide activities for outstanding service over two year period.
 2. Silver Smokey Statuette - given to employees and units of State and Federal government for distinguished service over an extended period of years.
 3. Smokey Bear Plaque - given to organizations, agencies, and persons with State or Region-wide activities for outstanding service of State or Region-wide scope over two year period.
 4. Smokey Bear Citation - given to organizations, agencies and persons for outstanding service of less than State-wide scope over two year period.
 5. Smokey Appreciation Award - given to organizations, agencies or persons for significant service within a local area over past year.
- III. Three winners of Silver Smokey Statuettes in attendance at Workshop - Rudy Wendelin, Jim Ricard and Barry Wozniak.
- IV. Nominations for Golden Smokey, Silver Smokey and Smokey Bear Plaque are submitted to CFFP Headquarters for consideration by Executive Committee on an annual basis. We encourage each unit represented at the Workshop to submit at least one such nomination for 1970.
- V. A summary of Golden and Silver Statuette Awards is as follows:

GOLDEN SMOKEY STATUETTES

1958 American Forest Products Institute
 American Forestry Association
 The Advertising Council, Inc.
 The Children of America

- 1959 The Radio and Television Broadcasters of America
- 1960 Foote, Cone & Belding
Post Office Department
Newspapers of America:
National Editoria Association
Newspaper Advertising Executives Association
American Newspaper Publishers Association
- 1961 National Association of Transit Advertising, Inc.
- 1962 None Awarded
- 1963 Society of American Foresters
National Education Association
- 1964 General Federation of Women's Clubs
Native Sons & Daughters of the Golden West
- 1965 Russell Z. Eller, Coordinator on CFFP Program
National Council of State Garden Clubs, Inc.
- 1966 National Zoological Park (Washington, D. C.)
Ideal Toy Corporation
- 1967 Western Forestry & Conservation Association
- 1968 Fire Weather Service of the U.S. Weather Bureau
- 1969 The Lassie Show

SILVER SMOKEY STATUETTES

- 1968 Clinton L. Davis, Forest Service, Information Director
Albert K. Wiesendanger, Keep Oregon Green Association, Inc.
Executive Secretary
Raymond M. Conarro, Mississippi Forestry Commission,
Consultant
- 1969 Rudolph A. Wendelin, Forest Service, Washington Offic,
know nationwide as Smokey
Bear's personal artist
James O. Ricard, New Hampshire Division of Resources
Development, Fire Prevention
Training Officer
Barney Wozniak, Keep Idaho Green Program, Director

GIVING SMOKEY BEAR A "HEADSTART"

William S. Folkman
Pacific Southwest Forest and Range
Experiment Station
Berkeley, California

I. The problem of children-caused forest fires.

A. Magnitude of problem

Difficult to assess because of character of reporting system--
most cases are hidden in "misc." reporting category.

Proportion of all man-caused forest fires
attributed to children within CDF area of
Responsibility

1954	10.5%
1968	23.5%

Not a problem confined to California (or even U.S.)

B. Why do children start fires?

Causes not well understood

Literature suggests an almost universal interest in fire among
children--but why mostly boys? (90+percent males)

Culture? sex related personality differences? physiological
differences?

We do know they start young

Age distribution of fires attributed to juveniles.

<u>Age</u>	<u>Percent of fire starts</u>
under 5	12)
5 to 7	34) 74%
8 to 10	28)
11-13	16
14 and over	10
	100

Siegelman study presents some insights into certain types of fire
setting and important implications for the early identification
and treatment of potential fire-prone children.

Characteristics of fire repeaters

1. family situation
2. relationships inside and outside family

3. child's personality
4. fantasy behavior
5. medical history
6. emotional history
7. behavior problems

Fire investigators should be alert for any evidence of such a pattern of characteristics among first offenders. A child coming from a disturbed family situation, having difficulty in school, etc., is a high risk candidate for repeating. Early identification and treatment may forestall serious later problems. (Good fire prevention education, itself, may be an important part of treatment.)

II. Prevention education for preschool and early elementary school children.

In addition to the aggression noted in the problem child, the motivation for fire starting by "normal" children would appear to include:

- curiosity
- lack of understanding of cause and effect relationships
- imitation
- risk taking

A prevention education program should attempt to satisfy these needs of the child.

- A. CDF Headstart program
 - Designed for preschool level
 - Tried out in Riverside County this past year
- B. Chico State materials
 1. Simi-programed classroom instruction
 2. Educational TV
- C. Team Teaching techniques of CDF fire prevention personnel

III. Conclusions

Preschool and early elementary school fire prevention education is needed and is possible.

A. Educational format

Format suggested is a multi-media, multi-approach system. This would involve self instruction as well as group instruction.

1. Self teaching devices (including programmed learning) booklets, tapes, film cassettes available for individual student use during self-directed activities or free time.
2. Materials and teaching programs for classroom teacher use

coordinated for reinforced learning from preschool through first three grades, and from one curriculum subject to another.

3. TV tape courses for use via educational channels or closed-circuit.

B. Outside help

There is much innovative activity in educational circles at present. We need to keep tuned in to it. Two examples:

1. U. S. Office of Education has fostered several non-profit laboratories (e.g., Far West Laboratory for Educational Research and Development) with the objective bringing the benefits of educational research and development into classroom use at the earliest possible moment. They are involved in inventing, designing, developing, and testing educational products. They seem quite receptive to considering fire prevention education as a possible area of their concern.
2. Existing TV Programs
Especially the new NET program "Sesame Street." It has adapted the commercial TV ad techniques to preschool teaching (if a child can pick up beer ad jingles that way, why not the ABC's.) Exciting implications for fire prevention education.

MAKING SMOKEY BEAR WORK FOR YOU

Robert Burns, Assistant Deputy State Forester,
California Division of Forestry,
Sacramento, California

I. FOREST FIRE PROTECTION IN CALIFORNIA

Forest fire protection is very complex organization - and agency-wise in California. Over 60% of the 100,000,000 acres need some degree of wildland, forest, or vegetation ground cover fire protection.

- A. CALIFORNIA DIVISION OF FORESTRY
28 million acres wildland and 6 million rural
- B. U. S. FOREST SERVICE
25 million acres wildland
- C. CONTRACT OR INDEPENDENT COUNTIES (5 of 58)
4.3 million acres wildland and several million rural

- D. U. S. PARK SERVICE
4.3 million acres wildland
- E. BUREAU OF LAND MANAGEMENT
1.3 million acres wildland
- F. MILITARY
4.2 million acres wildland
- G. INDIAN SERVICES
140,000 acres wildland
- H. CITIES -- many thousands acres wildland

II. THE FOREST FIRE PROBLEM

Population is increasing by 1/2-million people per year. People are moving into the wildlands by the thousands.

There are about 8,000 forest or wildland fires each year in California on all agency protection areas. About 9 or 10 are man-caused on State areas, and 5 to 6 out of 10 on Forest Service areas. This makes an average of about 3 out of 4 fires being man caused.

In State areas (not counting rural) fires are increasing by 300 per year. Currently, about 25% of the State fires are children caused. On national forests, children cause about 12%. Both figures are increasing. Incendiary and machine use follow. Smoker, debris burning, and camp fires are decreasing as causes.

A good fire prevention program has caused the latter to decrease but, obviously, we need to do a great deal more work with children and Smokey Bear and fire prevention materials are part of this answer. Smokey Bear and materials are not too much value when it comes to incendiary and a good part of the machine use problem.

So we need in California to not only continue a lot of what we have been doing in the I&E area, but also to improve the program and find new methods.

III. THE DIVISION OF FORESTRY ORGANIZATION

A. FUNCTIONS

1. Forest Management
2. Fire Control
3. Camps & Engineering
4. Fire Prevention
5. Management Services

B. FIRE PREVENTION PROGRAM

1. Engineering: This element handles all the machine use causes and endeavors to reduce or eliminate the risk or hazard (railroad, equipment, powerlines, dumps, clearance around structures, and all necessary inspections).
2. Law Enforcement: This is where we handle the incendiary problem. By intensive training, our employees are learning to more accurately determine the locations of origin, the specific cause, and causal agents of fires. This is the reason our Smoker Cause is decreasing.
3. Research and Analysis: Determining the problem and deciding a course of action.
4. Information and Education: This is the element of the program where the Smokey Bear program is handled. In addition to the CFFP program, this area is concerned with the California Fire Prevention Committee, Public Information, Conservation, Education, Publications, Public Relations, and Audio-Visual Services, including a film library.

IV. MAKING THE SMOKEY BEAR PROGRAM WORK

The Information and Education office purchases and uses an original order of about \$30,000 of CFFP materials. This represents about 2 million pieces of material. Another 2 to 3 million pieces is printed in the State Printing plant, or additional material is purchased from the CFFP Program. All told, about 10 million pieces are distributed annually by all agencies in California. At one time the amount was greater as several million stuffers were printed and distributed, but this program has slowed considerably. Children oriented materials and programs are our main thrust.

A. DISTRIBUTION OF MATERIALS

1. Division of Forestry Employees: Primarily in Ranger Units -- give programs to civic groups, schools, clubs, and associations. Materials are distributed as a part of the program. They also get the various clubs, school children, Boy and Girl Scouts, businesses, etc. to distribute materials. Stuffers and pamphlets are used by companies with their bills and ads. Fairs, boat shows, and conventions represent large outlets for materials. Employees of the U. S. Forest Service, and other forest fire agencies distribute materials in a similar manner. The California Fire Prevention Committee: The Committee
2. consists of over 400 volunteer members organizations representing industry, civic groups, clubs, associations, and agencies. Railroads, oil companies, power companies, telephone companies, manufacturing firms, television and

radio stations, newspapers, magazines, Boy and Girl Scout councils, automobile associations, womens' clubs, California Chamber of Commerce, banks, public libraries, etc. are examples of memberships. The forest fire protection agencies provide the guidance and leadership. Although members utilize CFFP and other fire prevention materials, emphasis is placed upon them producing their own fire prevention program and materials. Much use is made of the CFFP glossies, slicks, and mats. Sunset Magazine periodically features fire prevention and fire safe articles. Pacific Gas and Electric, the Bell Telephone Company, Bechtel Corporation, McCulloch chain saws, and others feature fire prevention articles in their news letters. The first two reach the general public.

A Smokey Bear plaque is given each year for the organization that has expended the greatest effective effort.

The California Federated Womens' Clubs, Junior Membership, are very active in Conservation Education and Fire Prevention. The California Division of Forestry and the U. S. Forest Service work closely with this group and give various awards for achievements. These have become coveted awards at their annual State Convention. The I&E type work hard cooperating with the Junior Women!

3. Keep California Green, Inc.: This is a non-profit corporation affiliated with the Western Forestry and Conservation Association and supported by timber and other industry. It is a mass media fire prevention education organization and covers all of California except the North Coast (the Redwood Region). The Division of Forestry furnishes fire prevention materials as a contribution. They supply the art work and we print the material. Volunteer County committees handle much of the actual work--sometimes hand in hand with CDF and U.S. Forest Service field people.
4. The Redwood Region Conservation Council: This is about the same as Keep California Green, Inc. The CDF also prints fire prevention material for this organization.
5. California Library Association: Though this organization and all of its members are a part of the California Fire Prevention Committee, they are a strong segment of the fire prevention program. Smokey Bear Reading Club, bookmarks, stamps, and other materials are given to children in controlled and orderly programs.

B. THE MATERIALS

1. The Campaign Guide: We were disappointed at the discontinuance of this as a regular CFFP item. We normally send a copy of this item to each CFPC member organization

and to each of our employees involved in fire prevention work. Fortunately, Mal Hardy was able to send us 2,500 copies of "Smokey's 1970 Campaign." This item is a reference and an important part of our Fire Prevention Manual of Instructions and the Program. It helps our people and cooperators to put the fire prevention campaign material to work!

2. Order Blanks: Annually, order blanks for CFFP and CDF printed material are sent to each Fire Prevention Committee member and to each library in the State. We never have enough of the right kind of materials.
3. Smokey Bear Vacation Reading Club: A librarian organizes the clubs annually with children from 8 to 12 years of age. A poster advertises the club. Each child gets a membership card, a book list card (10 books), a Smokey Bear Reading Club pin, and, upon completion of the reading assignment, a certificate. A second and third year seal is added to the certificate for additional years of reading assignments completed. Several thousand children go through the course each year.
4. CDF Printed Materials: We print former CFFP materials that were discontinued, but with a need in California such as Home Check, Smokey Bear Reading Club, and Calendars; or, those we can print cheaper such as song sheets and reflectorized bumper strips. We also print items originated by our own employees such as wallet calendars, absorbent coasters, coloring books, posters, etc.

Sometimes we borrow the art work for materials from Mal Hardy and print an additional supply of needed items.

Keep California Green and the Redwood Region Conservation Council cover the State with a fire prevention poster contest. Winners are printed by the CDF.

5. Other material Uses and Program Items: The Bank of America distributes wallet calendars in all of their branch banks. The automobile associations distribute material to members.

Border stations give out-of-state cars a litterbag and their inspection tag for out-of-state vehicles has a one-half tone fire prevention message and Smokey.

Bell Telephone Company not only hosts the Annual CFPC meetings but also puts a poster on each company vehicle and a window display in each office during June.

The Junior Womens' Clubs purchase Smokey Bear costumes for the CDF and U. S. Forest Service. We have two animated fibre glass Smokey's that are used at fairs and conferences.

Great cooperation is given by television and radio stations in the use of not only CFFP spots, but also special programs, CDF spots and feature movies, and fire news coverage.

The Division of Forestry and the Forest Service both maintain large conservation and fire prevention movie film libraries. The CDF films are shown only by CDF personnel as a part of a program.

V. THE PROGRAM'S FUTURE

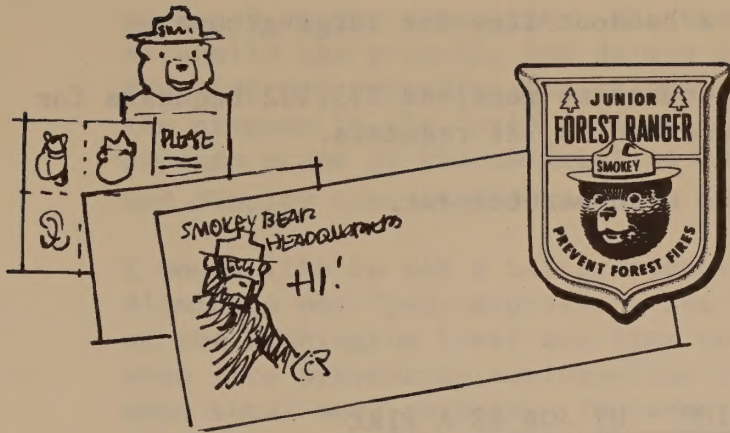
Most of the program as outlined will be continued into the foreseeable future.

In 1968 the State Legislature passed a law requiring that Conservation Education and Fire Prevention Education be taught at all primary and secondary grade levels. As the program gathers steam, we expect to become more overwhelmed than we are now. A Conservation Education Consultant, Rudy Schafer and an Advisory Committee to the State Board of Education have been appointed. A Conservation Specialist on the I&E staff of Region 5 of the Forest Service has also been appointed--Jane Westenberger. We are all working closely with the Department of Education and will continue to do so.

Governor Reagan, on January 6, 1970, in this State of the State address asked for formal programs on these subjects to be instituted in the statewide Public School System.

So, we in California have a big job ahead. Your ideas and programs will be carefully reviewed. Please send us anything you think can be of help.

We have a fire problem and must resolve it before disasters far worse than have already befallen the State occur.



THE JUNIOR FOREST RANGER PROGRAM

Richard F. Johnson, Information & Education,
NA, S&PF, U. S. Forest Service
Upper Darby, Pennsylvania

- I. Program started in 1953 - 17 years ago.
- II. Objective - to provide an official kit of fire prevention materials for each boy and girl who write into Smokey Bear Headquarters.
- III. By 1965, so many cards and letters were coming to Smokey Bear Headquarters that the Post Office assigned him his own personal Zip Code - 20252. The only celebrity to receive this honor.
- IV. In 1968 a contract was awarded to a Washington Mailing Service for the stuffing, sealing and addressing of Junior Forest Ranger kits. The one-location operation was designed to deliver a kit to a child's home within two weeks of the date request was made.
- V. Eleven States handle the Junior Forest Ranger Program on a local basis through a cooperative agreement. Alaska, Arkansas, Colorado, Kentucky, Maine, Iowa, Nevada, New Hampshire, Pennsylvania, South Dakota, and Utah.
- VI. In 1968, a new policy was formulated for the Junior Forest Ranger Program. "Requests for Junior Forest Ranger kits should be by individual cards and letters which include the child's full name, home address and Zip Code. In as far as possible, Junior Forest Ranger kits will be mailed directly to each recipient at their residence. Kits may be presented in person to small groups or children by a qualified officer or teacher when the program administrator is satisfied that the presentation will be accomplished by an appropriate ceremony which emphasizes forest fire prevention.

The kit will not be used as a handout item for large groups.

VII. During 1969, Smokey Bear Headquarters received 255,142 requests for kits. State headquarters received 14,721 requests.

VIII. Distribution of sample kit to each participant.

PANEL DISCUSSION - MY JOB AS A FIRE
PREVENTION COORDINATOR

I. Richard Ely - Forester, Bureau of Indian Affairs, Washington, D.C.

The Coordinators job in BIA can be sketched briefly as follows:

1. Distribute annual Campaign Material Catalogue.
2. Suggest and encourage use of certain materials to promote important phases of the fire prevention campaign in BIA Areas as necessary to meet existing local problems.
3. Coordinate the orders for material from the various Area Offices.
4. Arrange for distribution of material as received in the Washington Office.
5. Administrate the "Crying Towel:"
 - a. Material not received by Areas.
 - b. Delays in receipt of material.
 - c. Shortages of material ordered.
 - d. Locate missing material.
 - e. Moderate disputs over billing.

The "Crying Towel" gets a lot of use during the winter months when materials dribble in and for some reason seldom seems to be fully wrung out and dried, before another cycle starts.

Our problems of receiving and delivering orders to twelve Area Offices are many, but center primarily with the receipt and distribution of material in the Washington Office mailroom. There seems to be considerable sneackage and leakage of some items and we have shortages. This year, so far, we are short 134 comic books and 60 shoulder patches. Such shortages generate a problem for us which is compounded when the shortage is transmitted to a less than ordered quantity received at the Area Offices. Our mailroom staff is small and we feel extremely lucky to have the full complement of five clerks

on board at the same time. The Washington Office mail naturally has priority and delays in unpacking, sorting, counting and repacking for shipment are experienced and the program in the field suffers. This is important because a lot of the material is used in the Indian schools and display time is shortened by delays.

I would like to see a better system developed so as to eliminate our "pony express." The "brush fires" that occur at the Washington level are time consuming, particularly when fire prevention coordination is only part of one mans total work package. It seems to me that the over-all program would be strengthened and more efficient if coordination of all Federal, and State and perhaps private orders could be carried out at the State level, or even at the Regional level, so that material would be shipped to a central point in each area and picked up from there.

A coordinated effort along these lines would result in the establishment of a small working group wherein a localized program could be developed cooperatively to deal with the most obvious weaknesses in the prevention program. I may have missed the point, but as I see the present system working, each of us put up posters, hand out items in schools and to various groups; maybe have radio and TV time, but only try to solve the problems close to home, consequently the State, the U. S. Forest Service, the BLM the NPS, and the BIA may each be emphasizing a different point in trying to get the message communicated to the fire starting public. I think the program could be more effective if all Agencies within a State or Region emphasized the same message at the same time, based upon localized analysis of the facts concerning fire cause and how to administer the medication.

II. Barney Wozniak, Idaho Department of Public Lands, Boise, Idaho.

In Idaho there are a number of State and Federal agencies interested in forest and range fire prevention. The Federal agencies include the Forest Service, the Bureau of Land Management, the Indian Service, and on relatively small areas the National Park Service. The principal State agency involved, of course, is the Forestry Division of the State Land Department. This agency is responsible not only for the State land but also for fire prevention and protection on private forest and range lands in the state of Idaho. There are also three associations of land owners concerned with

forest and range fire prevention. All of these agencies involved in fire prevention constitute a problem of correlation and coordination. This is done, to a large extent, through the Governor's "Keep Idaho Green" program. With all of these agencies involved in fire prevention, there was a need for some effort to prevent confusion, repetition, and unnecessary work by the various agencies.

A number of things have been done, but I will mention two. One was the problem of correlating the fire-danger rating among the various agencies for the news media. This was especially necessary because of the wide variety of elevations and topographic situations of the lands under the jurisdiction of the various agencies. For example, the Bureau of Land Management is concerned to a large extent with the desert areas, which become dry and a critical fire hazard very early in the season, while the upper elevation lands on the National Forests are often still covered with snow. It was not uncommon for the Bureau of Land Management to report to a TV station that fire danger was high and then the Forest Ranger to report to the same station that the fire danger was low. Usually the state-protected lands would fall somewhere in between these two extremes and result in reporting fire danger rating of moderate. This was understandable to the agencies concerned; but the public, looking at one article out of context with the others and not understanding the elevational differences, would often conclude that the agency people were not accurately reporting or else they did not know what they were doing. Consequently, our prevention efforts were diminished in effectiveness. Within the viewing and listening areas of the various TV and radio stations in southwestern Idaho, all of the fire danger reports and ratings are funneled in to the Division of Forestry Office, which correlates and coordinates them and prepares one overall fire hazard situation for the news media. This has eliminated the confusion that once appeared and has also served to make radio and TV stations pay more attention to the fire-danger ratings they receive. We used to literally beg them to publish these notices and now they frequently call the Division of Forestry to see what the situation is.

Another example is the distribution of fire prevention materials. Since the beginning of the "Keep Idaho Green" program about 25 years ago, the Junior Chambers of Commerce (the JC's) in Idaho have had forest and range fire prevention as their No. 1, state-wide project. Several problems developed. For example, some areas became saturated with CFFP materials by fire Protection associations and Federal and State agencies, and by volunteer agencies such as Campfire Girls, Girl Scouts, etc. As a result, some areas were overposted while others were underposted or perhaps received none. Coordination among

the various agencies was sorely needed. To eliminate the problem, the various agencies got together to decide what could best be done in the distribution of materials. As a result, a plan was devised where forest fire prevention materials are allocated to the various areas according to need. Most of the materials used by the volunteer agencies -- the JC's, Girl Scouts, Boy Scouts, and others is furnished to them by the State Division of Forestry. After the agreement among agencies to correlate distribution, the State materials are given to the Federal and State agency people in the various areas who, in turn, coordinate agency efforts and give the materials to volunteer agencies with general directions and instructions as to where they should be placed. This program of correlation and coordination among the various agencies has increased the involvement and cooperation among the various agencies - including the State, Federal, and volunteer. One of the principal values of involving agencies has been the personal involvement of children and their parents in the prevention effort, not only making them more effective in getting other people to prevent fires; but they themselves more fully recognize their own personal role and responsibility in forest and range fire prevention.

III. Dick Mullavey of the Division of Cooperative Fire Control,
State & Private Forestry at Upper Darby, Pennsylvania

Spoke of his involvement in fire prevention activities in the 20 state Northeastern Area. With half the population of the country here all aspects of "people" problems were represented.

Prevention programs involving films, bulletins and pamphlets, training sessions and assistance were discussed as were the varying capabilities and organizational structures of state fire agencies.

Desirable qualities in a fire prevention coordinator were brought up. If you're personable, knowledgeable, and know when to talk and when to listen -- you'll do!

OPERATIONAL PROCEDURES
(ORDERS, PRINTING, DISTRIBUTION & PAYMENT)

Mal Hardy, Director
Cooperative Forest Fire Prevention

Several new procedures were used in handling orders for the 1970 CFFP Campaign. The campaign guide, describing and illustrating materials to be produced, was offered, free of charge, in midsummer. It was made up from preliminary art, and was used as a descriptive brochure to accompany a simple order form leaflet. Field reaction to the campaign guide is mixed - some like it while others don't use it. The "free allowance" for 1969 consisted of a limited number of free copies of 14 new items and a dollar allowance to be used by State and Forest Service units for additional materials. The "free allowance" 1970 was all in dollars, which could be used to buy any of the items offered. This simplified transmittal of the allowance to Forests, Ranger Districts, and State Forestry Districts, and should have speeded up the process. Dollars devoted to free materials allowances for the 1970 Campaign were \$75,500, up nearly 50% from the previous year. The increased funds came from improved Smokey Bear royalty income. The dollar allowances were established so that State Foresters received \$45,000 and Forest Service units received \$30,500, or in proportion to the C-M2/P&M funds allocated in the basic budget. All States received the same amount. The CFFP Executive Committee considered the previous method, which gave vastly different amounts of materials to the various units, and decided that each unit should receive the same as each other similar unit. In this way the "poor" states could have a reasonable base, and the "wealthy" ones wouldn't be much affected, since the free allowance is a minor part of their total orders.

Another new procedure provided for State and Federal funds to cover purchases of Smokey Bear materials to be transferred to the Washington Office printing account soon after the order is placed. The former procedure which had separate bills going out for each printing job, was wasteful, time consuming, and unnecessary, since we stand behind the "delivered price" quotations in the order form.

On occasions when full delivery can not be made, we will be able to substitute materials of equal value from shelf stocks in Washington.

SMOKEY BEAR WORKSHOP COMMITTEE RECOMMENDATIONS
AND STAFF RESPONSE

COMMITTEE No. 1 - "How Can We Get Better Exposure for Forest Fire Prevention on the Mass Media?" Chairman - Jerry GAUSE - F.S., San Francisco; plus Bob COMPEAU - Mich.; E. F. CORN - N.Car.; Dal HALL - Canadian Forestry Assn.; Gordon INCE - F.S., Wash., D.C.; Joe RANGE - Nebr.; Chuck SALTER - Fla.; and Dave STERLING - W.Va.

Recommendation #1: Orient local fire prevention efforts around the National CFFP Program. While presenting your local fire prevention program on TV, be sure to use CFFP materials as visuals.

Response: Good suggestion, approved for optional use by all prevention agencies.

Recommendation #2: The Advertising Council should continue to distribute TV and Radio kits. States would like a list of the addresses to which the kits are sent to help in individual follow-up contacts.

Response: Agreed. Lists will be sent this spring and updated at about 3-year intervals.

Recommendation #3: Study the possibilities of using tapes or tape cassettes in place of the platter in radio kits.

Response: We have considered this over the past two years and concluded that the change is not advisable now. Ad Council believes added expense (about 4 times the cost of the ETs) would not be justified by increased exposure. Program directors we have contacted indicate no reluctance to use platters or transfer messages to their own tape cassettes.

Recommendation #4: Add some color to the high gloss repro proofs for use by magazines. We should pursue more CFFP activity in national magazines.

Response: Support in national magazines has been very good in recent years, but we agree that color ads offer great potential for increased exposure. The proposal will be discussed with the CFFP Executive Committees, the Ad Council, and the volunteer advertising agencies in March, for possible implementation in 1970 and/or 1971.

Recommendation #5: Incorporate in cover letters to news media request that they:

- a) Use material during high fire hazards;
- b) Accelerate use during fires;
- c) Continue year-around use.

Response: Agree in general, but would point out that the most effective counsel on when and how to publicize the message comes from direct contact between the editor or program director and the local fire prevention officer.

Recommendation #6: Send out 35mm slides with name or call letters of TV stations to whom the kits are sent.

Response: Artwork has been prepared. Slides will probably not be ready to go in the March 1970 mass mailing, so we are considering distribution by local State and Federal officers later on this year.

Recommendation #7: Use Research findings as basis for short, punchy slogans for posters, radio and television kits.

Response: Concur that all valid data on forest fire problem should be applied. In the absence of a specific proposal, we think the best means of implementing the recommendation is to put out a proof sheet of "drop-ins" for use in newspapers. Field officers are invited to send to CFFP Headquarters any items they would like to see distributed in this way.

Recommendation #8: Explore possibilities of using the Smokey Bear symbol in the front page of the phone book.

Response: Phone directories are published locally or regionally, and the local approach appears best. Over the past 10 years, we have helped get Smokey on about 10 different phone book editions. In 1968 in New Hampshire, both large and small books used a Smokey Bear scene in full color on the front cover. CFFP Headquarters will furnish artwork to your specifications, promptly and without charge when you get agreement from your local phone book publisher.

Recommendation #9: Get prevention message used on railroad box cars, using large all-weather posters for sides of cars. Suggest use Smokey Bear with a phrase from the railroad.

Response: I.C.C. regulations prohibit display of posters on rail cars, but a painted message would not be in violation. We have contacted the Association of American Railroads and they agreed to see if members would consider applying a Smokey Bear head and message when boxcars are in for painting. If response is favorable, we will design and produce stencils as needed.

Recommendation #10: Get oil companies to distribute CFFP litterbags with their credit line imprinted.

Response: The CFFP litterbag is a licensed item and may be used in the recommended manner without any cooperative agreement if the local fire agency or oil dealer is willing to buy the bags. Any large-scale or company-wide promotion would call for coordination by this office, and would involve a major commitment of funds by the company (probably more than the Forest Service could afford and possibly more than the company would want to invest). If you have a contact, let us know and we will follow up. Otherwise, we suggest that interested units place 1,000 or so in selected stations as pilot projects to see if the station people are willing to hand them out and also to see how customers react.

Recommendation #11: Produce a 20-25 minute movie on the CFFP Program, suitable for use on television, to tell the national story, cooperative effort, losses, geography, etc.

Response: The Division of Fire Control is about to script a general prevention training film. As soon as the treatment for that film is decided on, we can consider the need for a CFFP movie of feature length. Pending decision on this, we plan to go ahead and complete an updated slide-script set on the CFFP Program for release to cooperators, for public as well as in-service training use. See also response to Recommendation #48.

COMMITTEE No. 2 - "How Can We Stimulate Greater Distribution and Use of Commercial Smokey Bear Items?" Chairman - Walter GOOLEY - Maine; plus Bert BRAY - F.S., Atlanta; Jim GRITMAN - FWS, Wash., D.C.; Nella HULET - F.S., Portland; Bernie KLUGOW - Wis.; Lyle MCDOWELL - NPS, Wash., D.C.; and Jim RICARD - N.H.

Recommendation #12: Have Smokey Bear items sold by department store chains and mail order catalog firms such as Sears, Roebuck, Western Auto, J. C. Penney.

Response: This is real tough to do, but the potential results justify greater effort. The Sears 1969 Christmas catalog had two Smokey Bear items. Licensees may succeed in convincing large chain store buyers to put Smokey items in the "authorized" list, but the local manager will still decide whether or not to stock the items. Weston Merchandising Corporation will be asked to devote their best efforts to this.

Recommendation #13: Set up Smokey Bear centers in department stores (in the same form as Boy Scout departments).

Response: This is a real good idea and it is the only way that more than a couple of items will ever be found in any one part of a large store, since departments do their own buying and display their own lines. Harold Bell, of Weston Merchandising Corporation, will be asked to stay on top of this until accomplished.

Recommendation #14: Develop new items, such as a walking doll, to stimulate large volume sales.

Response: This is being done, mostly by Harold Bell, and the flow of new Smokey Bear items indicates his efforts have been successful.

Recommendation #15: Have all Smokey Bear licensees funnel goods to regional jobbers who could handle the complete line.

Response: This sounds appealing, but it does not conform to the reality of what various producers have established as the most effective means of getting their products to their customers. The concept of national and/or regional jobbers is sound, however, and Harold Bell is constantly on the lookout for the right people to take this on. When he finds them, they can handle a full line of appropriate items without having exclusive distribution rights.

Recommendation #16: Get all appropriate Smokey Bear items out for sale at National and State park gift shops.

Response: This is a good suggestion, but difficult to implement. The NPS concession at Mt. Rushmore had a Smokey Bear department last year and it was successful. Periodically, we send lists of Park Service and Forest Service concessions to Smokey Bear licensees. Members of the Park Service Concessioners Association have been requested to put in Smokey Bear counters. We provide lists of licensed items at least once a year to all field cooperators. Copies are available for you to give to park gift shop operators in your area. This is another situation where a regional jobber could do us some good.

Recommendation #17: Produce and distribute to all interested State and Federal units an illustrated list of Smokey Bear items, with source and suggested retail price.

Response: Agree it is time to illustrate the licensee list. We will do this with the next edition.

Recommendation #18: Establish a central warehouse for distribution of Smokey Bear commercial items. A retired Forest Service person might handle it.

Response: The idea is sound and would provide a service to agencies, concessioners, and other small groups. There is some question if a person without wide experience and contacts could acquire and service large accounts or handle more than a fraction of the needed promotional effort.

Recommendation #19: Each State Forestry Department should have a display case of items and copies of the illustrated catalog available to persons wanting to purchase products.

Response: Displays of Smokey Bear items are attractive and have some educational value. At the same time, they stimulate impulse buying, so, wherever possible, the items displayed should also be available for sale. If they can not be sold at the point of display, you should know of retail outlets nearby to which the viewer can be directed. Individual small orders (even at retail) are a costly nuisance for wholesalers, so every effort should be made to encourage retail outlets to sell the items where your "customers" are.

Recommendation #20: Have Smokey Bear appear on the TONIGHT Show to plug his products.

Response: Policy prohibits Smokey endorsing products, even Smokey Bear products, but there could be some benefit in having one or more of the Smokey Bear items displayed in this way. We will look into it.

Recommendation #21: Use Smokey Bear products as awards and prizes for poster contests, essay contests, and on other occasions where service to forest fire prevention is involved.

Response: This is a fine idea that can be adopted without delay. The USDA Office of the General Counsel, in an opinion dated August 31, 1964, stated "that funds from either the annual appropriation acts for the Forest Service or . . . Smokey Bear royalties may be used for the foregoing purposes provided there has been a prior administrative determination that the suggested use of Smokey Bear dolls, scarves, and similar items, would benefit a nation-wide forest-fire prevention program." We assume that most State comptrollers will recognize this opinion as a guide to them for use of State funds.

Recommendation #22: Quality of Smokey Bear products should be kept high to protect the Smokey Bear symbol.

Response: Agree, although this should not rule out inexpensive items in the commercial support program. The CFFP Executive Committee is quality conscious. Secretary's Regulations also direct us to see that each use "is consistent with the status of Smokey Bear . . . and does not in any way detract from such status."

COMMITTEE No. 3 - "How Can Smokey Bear be Used to Make Field Personnel More Effective in Fire Prevention?" Chairman - Leonard KILIAN - N.Car.; plus Ray BELL - N.Mex.; Bob BURNS - Calif.; Joe COUCH - F.S., Atlanta; Dick ELY - B.I.A., Wash., D.C.; Arnold HANSON - F.S., Missoula; Bruce JOHNSON - N.J.; Hugh MOBLEY - F.S., Upper Darby; and Joe SAKASKE - Mass.

Recommendation #23: Develop additional guidelines for use of individual Smokey Bear campaign materials.

Response: Brief suggestions appear in the campaign guide (but many units do not use the guide). More detailed guidelines appear in the CFFP part (1622) of the Forest Service Manual (but many State prevention coordinators do not have this section). We will either beef up the manual and make special distribution to all cooperators or print a separate "user's guide."

Recommendation #24: Think seriously about annual training for field fire prevention personnel.

Response: It's not clear if this implies an annual national training session or only that all prevention people should have formal training each year. We plan to hold another national workshop in 1973 or 1974. The Division of Fire Control, (Forest Service), plans a national conference on wildfire prevention - all phases - in 1971. Each spring, we invite 6 or 7 field people to the annual CFFP presentation meeting in Washington. We can also accommodate one or two folks for up to two weeks on training details. We subscribe to the principle of formal training in fire prevention for all field personnel each year, and hope you will share with us the plans and procedures by which you accomplish this.

Recommendation #25: Improve the Smokey Bear costume. Major problems are: head too small and poorly ventilated; zipper too small and jams in hair.

Response: We will present these grievances to the manufacturer and do all we can to correct the faults. We have developed an internal voice amplifier for the costume and hope to have it available for sale by the licensee this spring. We also believe there is need for a "bustle" to fill out the jeans in the back, and will ask Mr. Rush to design and include one.

Recommendation #26: Publish detailed guidelines for use of the Smokey Bear costume.

Response: Forest Service Manual (1622.8) has such guidelines. We will consider expanding the instructions when the Manual is amended this year.

Recommendation #27: Publish a catalogue of commercial Smokey Bear items, including a list of "jobbers."

Response: Catalogue is currently available. Next issue will be illustrated. "Jobbers" will be publicized when available. Weston Merchandising Corp., is working on this.

Recommendation #28: A Smokey Bear item (such as a tie tack) should be presented to leaders of groups who allow us to present fire prevention programs.

Response: Good suggestion. See also Recommendation #31.

COMMITTEE No. 4 - "Methods of Adapting CFFP Materials to Local Specific Fire Prevention Needs." Chairman - Frank CARROLL - F.S., Albuquerque; plus Randy BISWELL - Kan.; Art CREELMAN - Pa.; Bill EMERSON - F.S., Milwaukee; Barry FLAMM - F.S., Wash., D.C.; Bill HUBER - F.S., Atlanta; Ted MAUL - Ore.; and Nelson PEACH - S.Car.

Recommendation #29: Information and Education and Fire Control must work closer together to analyze fire causes and prevention methods.

Response: Agreed, coordination is vital! Forest Service Manual (1622.04) requires that each field unit "assign one officer responsibility for the CFFP program" to include "integrating the use of CFFP material and other forest fire prevention activities into each unit's resource management plans and programs." The key element here is delegated authority for the CFFP coordinator to exercise leverage to get all concerned parties working together. The principle is equally valid in State and Federal forestry or fire control organizations.

Recommendation #30: Carry the "Smokey" theme and/or symbol into local and regional fire prevention materials.

Response: An excellent suggestion, which is being implemented to some extent at present. A key element is to be sure that "Smokey" is presented in such a way as to enhance Smokey's nationwide image. CFFP headquarters has available, or will prepare to meet your needs, black and white reproducible art and also continuous-tone color separations for your use.

Recommendation #31: Prepare "Smokey's Story of the Forest" with a regional flavor.

Response: The practical application of this proposal is questionable, because of the added cost involved in special artwork, small runs, and local printing. This pamphlet was designed for simplicity and broad applicability of the material. We will loan the plates to any unit that wants to run its own version of this or any other standard CFFP publication, but we recommend this not be done.

Recommendation #32: Get much greater commitment from local industry, conservation, youth, and service groups to push CFFP.

Response: This is an important and worth while proposal, but results will only be proportional to the effort and skill that you and your fire prevention people put into the project. The American Forest Institute is de-emphasizing "Keep Green" in favor of multiple use. This leaves a fire prevention vacuum in some States that CFFP can fill if you will work with local industry and your State "Keep Green" unit. In 1971, the Boy Scouts will make a major effort in the field of "Conservation Good Turns." We can capitalize on this.

Recommendation #33: Direct national CFFP material toward specific regional fire problems, including regional language and symbol adaptations (forest residents, kids with matches, etc.).

Response: Except for range fire material (which we put out only every 3 or 4 years), and for the Southern CFFP program (which is regionally financed and directed), we question the desirability of the national program producing regional variations of, for example, a debris burning poster. We produce a "special" poster almost every year, bearing on one or another major cause of wildfires. We believe that, with careful design, these posters can be used wherever the problem exists.

Recommendation #34: National CFFP to focus on specific regional fire prevention problems, either every year, in addition to the general program, or tackle one specific problem every year.

Response: See response to Recommendation #33.

Recommendation #35: National CFFP to serve as a clearing house for all (new and old) fire prevention materials.

Response: We agree! Forest Service Manual (1622.02) already states that the CFFP program strives to create public support for the prevention of wildfires through "serving as a national clearinghouse for materials, ideas, and contacts." Much more can be done in this area of communications, however, and we propose to start by adding this type of material to the Smokey Bear Clipsheets. Your inputs will affect how successful this is.

Recommendation #36: More and better CFFP guidelines are needed at regional level.

Response: Approved for optional implementation. Each unit fire prevention man can evaluate his need for this sort of guidance.

Recommendation #37: Develop and publicize in campaign materials the theme "Fire, Master or Servant" to cover air quality control and prescribed burning.

Response: If we are to capitalize on the wave of national concern for environmental quality, we must be astute enough to accentuate the positive environmental benefits of preventing wildfires, while keeping Smokey uncommitted on the subject of prescribed burning. Where your local management plan requires the use of prescribed fire, you can and should stress your ability to avoid air pollution problems and the beneficial effects of the planned practices, but the subject is best handled on a local basis and Smokey should not be forced into it on a nationwide basis.

Recommendation #38: Provide specific instructions and training on use of CFFP material at the local level.

Response: This worthwhile suggestion can best be implemented with the help of the State Forester level or Regional Forester level fire prevention coordinator. Develop enthusiasm, but don't build up expectations beyond what can be provided in the way of materials and funds, or the let-down may be harmful to future programs.

Recommendation #39: Drop the line "(FOR GRADES 1-4)" from the teacher's kit. Code juvenile material to indicate grade level for which designed.

Response: We concur with the first suggestion and will drop the line in the 1971 and subsequent issuances. We will check out the merits of grade marking with top educators at NEA and HEW and act on their recommendation.

Recommendation #40: Place identification symbols on CFFP material to assist field people in distribution.

Response: All CFFP materials are shipped with full identification on packages. Most also have the year and item number printed on each copy. If the proposal is to mark each item with the grade level for which designed, see our response to Recommendation #39, which would apply.

Recommendation #41: Provide a forest fire catastrophe kit and trained fire prevention teams for emergency situations.

Response: This is an exciting idea which deserves implementation. It will be discussed with Fire Control to see if the proposal can be developed on an accelerated fire prevention unit this year.

Recommendation #42: Seek funding (such as from a foundation) for a pilot master fire prevention program to involve an entire State.

Response: We concur that there is value in observing a competent full-scale prevention effort all across a large enough unit to get measurable results. There are accelerated prevention projects on several Forest Service ranger districts and in several counties of several States. We will refer the proposal to the Divisions of Cooperative Forest Fire Control and Fire Control for such implementation as they can arrange.

Recommendation #43: Establish Regional, State, or local advisory councils of citizens representing youth, business, educators, advertising, etc., to help direct local CFFP programs.

Response: This can be very helpful if you are serious about fire prevention, but don't get together a council unless you have a plan and a program in which they will play a meaningful role.

Recommendation #44: Coordinate the CFFP program with other agencies and groups, such as National Fire Protection Association.

Response: We agree that there is need for better coordination between the Sparky and the Smokey programs, particularly since we have developed the theme SMOKEY'S FRIENDS DON'T PLAY WITH MATCHES, which helps the urban and rural fire departments as well as the wildfire control agencies. We see real opportunities to improve our service to "Keep Green" units, and hope you will offer to handle their orders for CFFP materials for 1971. At present, we know of only Oregon, Washington, and Idaho where Keep Green funds and organizations are used to push the CFFP program.

COMMITTEE No. 5 - "What's New? What New Items Do We Need as Campaign Materials? As Commercial Items?" Chairman - Chuck SNYDER - Conn.; plus Bill FOLKMAN - F.S., Berkeley; Charles BOONE - N.Y.; Bob JACKSON - F.S., Atlanta; Jim LORD - N.Y.; Gene MCNAMARA - Pa.; Dick MULLAVEY - F.S., Upper Darby; Dave PHILLIPS - F.S., Denver; and Barney WOZNIAK - Idaho.

Recommendation #45: Once a year, cooperators should send to CFFP Headquarters all new prevention ideas and materials they have developed.

Response: Great idea! Fits in with Recommendation #35. Best target date would be January 1, so items could be shared with Executive Committee at planning meeting and publicized soon after for general adaptation prior to spring fire season.

Recommendation #46: Make available a Smokey Bear wall calendar with space for credit line.

Response: Osborne, Kemper, Thomas produces excellent Smokey Bear wall calendars in three sizes under license. These are available for purchase with agency credit lines. We have asked the company for quotations on a quantity purchase with standard credit line. We will decide about listing this as a standard item for 1971 when the Executive Committee meets in March.

Recommendation #47: Secure fabric imprinted with Smokey Bear designs for clothing, drapes, etc.

Response: Such a fabric is being produced now for Blue Jeans Corporation, and is going into boy's wear. We will inquire about possible wider use of the fabric as suggested, to make other commercial products. If that isn't successful, we will try to order a small quantity for special display purposes.

Recommendation #48: Produce a 20-minute fire prevention film to replace "Little Smokey," which is out-of-date.

Response: We have in the works a new film (probably about 12 minutes in length). This would have the same purpose and would tell the same story as "Little Smokey," but would replace Hopalong Cassidy with a more current star (probably Dick Van Dyke). See also Recommendation #11 and response.

Recommendation #49: Provide plans, specifications, and guidelines for displays, exhibits, and floats.

Response: We agree these are needed. We got very little when we asked for data from the field last year, but will try again.

Recommendation #50: Provide flip charts to assist teachers in presenting a unit on wildfire prevention.

Response: This sounds like a useful device, but we are currently short on help in the conservation education line. If anyone has done this and is proud of his work, please send it in and we will consider how to get wider use.

Recommendation #51: Develop a portable version of the "Champion Forest Fire Preventer" photo background exhibit.

Response: This is a good idea that we will propose to the CFFP Executive Committee. Please send in any ideas you have on how this might be designed.

Recommendation #52: Re-issue the "floating Smokey" pen and pencil set.

Response: We have tried without success to get these back on the market. The former licensee went broke. Harold Bell, Weston Merchandising Corp., has been asked to line up a producer for this item or something equally attractive.

Recommendation #53: Produce such items as song sheets and coloring sheets in tablet form.

Response: We now deliver these items with slip sheets or tabs every 100 copies, to simplify counting. It is not apparent that the small savings in handling would compensate for the added inconvenience to the teacher or youth group leader who has to tear off individual copies to hand out. We will, however, get the Executive Committee's counsel on the proposal and be guided by what they decide.

Recommendation #54: Reduce the size of the pocket planner to 3½x5½ inches.

Response: We believe the change will reduce the overall utility and attractiveness of the item, and will increase the cost about 10%, but we are willing to try the smaller size for one year, since so many of you use the books yourselves and want them to fit your shirt pocket.

Recommendation #55: Increase the staff at CFFP Headquarters to permit better service to the field.

Response: We budgeted for an additional staffman in both of the past two years, but were turned down because of tight personnel ceilings. We will

incorporate your recommendation in our proposed program for 1971, and hope thereby to gain the extra capacity to improve our service to cooperators.

Recommendation #56: Detail field people to CFFP Headquarters on two-week training assignments.

Response: We will budget to cover travel and living expenses for two men for two-week details in F.Y. 1971. Nominations from States, Forest Service, or other federal agencies are invited any time between now and July 1. See also response to Recommendation #24.

Recommendation #57: Produce materials each year directed to one major cause of wildfires, such as campfires, debris burning.

Response: We may not succeed in doing this every year, but we agree in principle. See also our response to Recommendation #32.

Recommendation #58: Present range fire posters as they were a few years ago.

Response: Our plans for 1971 include production of a new range fire poster. If the recommendation is that we go back to scenic Western cow-country art, I will pass the word to the committee. We want to see what proposals come in from the agency. They were offered counsel from the State Foresters of New Mexico and Utah. They planned to look into the availability of artwork by Peter Hurd.

Recommendation #59: Provide one or more fire prevention "leaders" to be spliced into films on resource management.

Response: USDA's Motion Picture Service has been installing in the leaders on films they distribute a Smokey Bear head with the words FOCUS ON FIRE PREVENTION. We also have available quite an assortment of 10, 20, 30, and 60-second films, both black and white and in color, that are available to anyone who will splice them in ahead of their films. We also have a fair assortment in 35mm for outdoor theater use, available on request, without charge.

COMMITTEE No. 6 - "How Can We Capitalize on Special Events, Special Achievements, to Focus Attention on Forest Fire Prevention?" Chairman - Hal MICKELSON - F.S., Ogden; plus Paul CARSON - S.Car.; Osmar HEBERT - Md.; Jerry LANGAN - B.L.M., Wash., D.C.; Charlie PIGG - Ala.; and Al WILLIS - Me.

Summary of Committee's Deliberations:

1. Awards. CFFP awards described in the Forest Service Manual seem most appropriate to recognize outstanding service in forest fire prevention. Good relations with mass media will assure favorable publicity. Time and place of awards will depend on who is getting them. Consider such people as newspaper editors, outdoor writers, radio and television weathermen, sports reporters, and stars of children's TV programs. By our recognition of good service, recipients will make further efforts - not only in publicizing the award, but in continuing the fire prevention effort.

2. National Events. Holidays such as the 4th of July and Labor Day are suitable for fire prevention publicity. A national forest and wildfire prevention week would serve as a vehicle for many publicity actions.

3. Local and State Events. Arbor Day provides a good chance to point up how important it is to protect the "little trees." Arbor Day comes on different dates in different states, but a statewide effort is possible and will pay dividends. Centennials and local celebrations such as lumberjack days, fisherman breakfasts, etc., are naturals, since people interested in the out-of-doors and natural resources are involved. An unusual example of a local celebration is a Christmas display in a community park. With imagination, an effective display can be prepared to plug fire proofing the Christmas tree, prevention of home fires, and prevention in the forests from which the Christmas trees come.

4. Meetings of Recreational Groups. Associations such as the Air Stream Trailer owners, National Camping and Hikers Association, and the National Forest Recreation Association often have meetings and are receptive to a fire prevention message even in the wintertime.

5. Going Fires. When there are large fires or a lot of fires burning, the climate is ideal for a forceful fire prevention message. Recently burned-over areas can also be exploited for prevention.

Recommendation #60: The CFFP Committee should seriously consider trying to have designated a National Forest and Wildfire Prevention Week.

Response: A good suggestion that we will present to the Committee at its March meeting.

Recommendation #61: Prepare a guide on simple floats, displays and exhibits.

Response: See Recommendation #49.

Recommendation #62: Prepare and distribute material describing effective ways to use talking Smokey Bear figures, including information on who has them now, where they can be purchased, and the possibility of getting specially-recorded tapes for special groups and special events.

Response: This information seems to fit best into the Forest Service Manual, which we plan to update this spring and get copies to all cooperators. We will include a section on talking Smokey Bears.

Recommendation #63: Prepare a simplified version of the "Champion Forest Fire Preventer" photo background exhibit, possibly using a painted 4'x8' plywood sheet or a painted canvas that could be shipped in a mailing tube.

Response: We agree this proposal has merit and will see what we can do with it. See also Recommendation #51.

Recommendation #64: Prepare and keep current a list of displays and their source, including those developed locally.

Response: This is very helpful on the State or Regional level and I hope that more units will follow the lead of Regions such as 9 where exhibits are photographed and included in the Manual as Regional supplements, along with helpful data.

Recommendation #65: CFFP Headquarters should prepare a quarterly or semi-annual newsletter that would include fire prevention ideas received from field units.

Response: This is a good suggestion, but we will have to experiment a little to decide on the best way to do this and what to include. We propose to start by adding ideas from the field to the Smokey Bear Clipping Sheet, and also putting in some of the types of news we send out quarterly to the Smokey Bear Executive Committee and Advertising Task Force.

Recommendation #66: Investigate ways and means to assist young adults to understand and broadcast the relationships between wildfire prevention and environmental quality.

Response: This is an important proposal and I consider its implementation of high priority. We have already asked Foote, Cone & Belding to incorporate the concept into proposals for special newspaper ads to go out in March for April use in 738 newspapers, and will be considering ways to

utilize the tremendous energy and idealism of our young people to promote fire prevention.

Recommendation #67: Attempt to get a Post Office Department approval for a forest fire prevention postage stamp.

Response: Two previous attempts to get a Smokey Bear commemorative were unsuccessful, but we will open new negotiations with the Philately Branch. It may be possible to stimulate a new series on programs that improve the quality of American life, of which CFFP would be one.

PARTICIPANTS - SMOKEY BEAR WORKSHOP

Atlantic City, New Jersey
January 13-15, 1970

Harold Bell	Weston Merchandising Corporation
Ray Bell	New Mexico State Forester
Randy Biswell	Kansas State University
Charles E. Boone	New York Division of Lands and Forests
Ira L. Bray	U. S. Forest Service, Atlanta, Georgia
Robert Burns	California Division of Forestry
Franklin Carroll	U. S. Forest Service, Albuquerque, New Mexico
Paul Carson	South Carolina Commission of Forestry
Robert Compeau	Michigan Department of Natural Resources
E. F. Corn	North Carolina Department of Conservation & Dev.
Joseph Couch	U. S. Forest Service, Atlanta, Georgia
Arthur Creelman	Pennsylvania Department of Forests & Waters
Henry DeBruin	U. S. Forest Service, Washington, D. C.
Richard Ely	Bureau of Indian Affairs, Washington, D. C.
William Emerson	U. S. Forest Service, Milwaukee, Wisconsin
Barry Flamm	U. S. Forest Service, Washington, D. C.
Dr. William S. Folkman	U. S. Forest Service, Berkeley, California
Walt Gabel	Delaware State Forestry Department
Gerald Gause	U. S. Forest Service, San Francisco, California
Walter Gooley, Jr.	Maine Forestry Service
James Gritman	Bureau of Sports, Fisheries & Wildlife, Washington, D.C.
A. D. Hall	Canadian Forestry Association
Arnold Hanson	U. S. Forest Service, Missoula, Montana
Malcolm Hardy	U. S. Forest Service, Washington, D. C.
Osmar Hebert	Maryland Department of Forests & Parks
William W. Huber	U. S. Forest Service, Atlanta, Georgia
Nella Hulet	U. S. Forest Service, Portland, Oregon
Gordon Ince	U. S. Forest Service, Washington, D. C.
Robert Jackson	U. S. Forest Service, Atlanta, Georgia
Bruce Johnson	New Jersey Department of Conservation
Leonard A. Kilian, Jr.	North Carolina Department of Conservation & Dev.
Gordon Kinney	The Advertising Council, Inc.
Bernard Klugow	Wisconsin Department of Natural Resources
Jerry Langan	Bureau of Land Management, Washington, D. C.
James Lord	New York Division of Lands & Forests
T. W. Maul	Assistant State Forester - Oregon
Lyle McDowell	U. S. Park Service, Washington, D. C.
Eugene F. McNamara	Pennsylvania Department of Forests & Waters
Hal Mickelson	U. S. Forest Service, Ogden, Utah
Hugh Mobley	U. S. Forest Service, Upper Darby, Pennsylvania
George Moorhead	New Jersey Department of Conservation
Ralph Morgan	Liller, Neal, Battle & Lindsey Advertising Agency
Richard Mullavey	U. S. Forest Service, Upper Darby, Pennsylvania
Russell Nagle	Foote, Cone & Belding Advertising Agency



*Harold Bell - Merchandising
Smokey Bear*



*Dal Hall - Our good friend
from the North.*



Jim Ricard and Smokey



*Gene McNamara -
Fire Prevention in Pennsylvania.*



*Rudy Wendelin
Smokey's Visual image*

